

Sports Teams and Venues: Leverage Your Brand For Increased Sales

New Era Tickets

2/18/2008

Summary:

There is an opportunity for entertainment entities to partner with a ticketing organization that will help to not only sell more tickets, but also leverage your brand. This can create a seamless customer experience and stronger customer relationship that will lead to additional purchases and increased revenue. Regain control of this very valuable asset.

THE OPPORTUNITY:

Sports teams, entertainment venues, and promoters have traditionally used ticketing companies to manage ticket sales and provide some extra exposure. But, in the process, many ticketing companies strip clients of their brand. The ticketing companies use their logo, their sponsor advertisements, and their messaging. A brand can be a huge asset. Your brand is a memory trigger, a promise, and a differentiation point in an increasingly competitive leisure market; you should not be so quick to give it up.

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The challenge is for each sports and entertainment brand to continually find new ways to connect on an emotional level in order to remain relevant to the visitor base.

THE IMPORTANCE OF A BRAND:

A large part of branding is about the emotional connection a customer has with a product, company or service. By having more control over the branded experience, teams and venues can increase their chance of creating emotional one-to-one relationships with customers and motivating them to make a purchase.

Gary Kopervas, a Chief Creative Officer with over 22 years of working on brands, including The Meadowlands Complex and National Football League, agrees that creating an emotional connection is key to effective branding. "The challenge is for each sports and entertainment brand to continually find new ways to connect on an emotional level in order to remain relevant to the visitor base. Brands must create richer and more rewarding experiences that can quickly translate back to the brand, and build loyalty over time." Sports teams, venues, and entertainment companies should always be consistent with messaging and reinforce their brand wherever possible. For maximum effectiveness, your brand should be cemented into the customer experience before the event, during the event, and after the event.

THE CHALLENGE:

Sports teams, venues and entertainment companies need to re-think their ticketing relationships and marketing strategies to take more control of their brand and customer communications.

- Control the entire customer purchase experience with your brand.
- Control the promotional messaging your customers receive.
- Control sponsorships – teams, venues and entertainment companies deserve the sponsorship revenue, and they should also decide which sponsors complement their brand (not every sponsor is a good sponsor).

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Sports team attendance and revenue should not depend solely on the team's performance. Although the end result is certainly important to competitive fans, successful teams play up their brand and the entire game experience. Even venues that have regularly sold-out events should not be satisfied; constantly strive to motivate fans to come earlier, buy more concessions and merchandise, and stay longer. Fan communications need to transcend the brand experience and promise, both visually and contextually. Do not underestimate the value of leveraging your brand.

THE SOLUTION:

New Era Tickets – More Than Just Ticketing

More than a full-service ticketing provider, New Era Tickets also puts clients back in control of their brand. New Era Tickets provides the services to effectively manage ticket sales and the tools to communicate your brand to your customers. Your customers will not see a New Era logo, New Era sponsors, or New Era messaging. It's all about you!

- Your branded Internet sales – New Era will work with you to develop a ticket transaction website that is completely wrapped in the look and feel of your brand. You control

the content from event promotion to sponsor advertisements.

- Your branded call center – the New Era Tickets 24/7 call center provides you with a unique toll-free number that allows dedicated agents to answer calls with your company name. You can write your branded messaging and choose to have New Era agents up-sell additional tickets and merchandise for your team, venue or event.
- Your branded tickets – you can custom print stock with your logos and sponsors, and you control which inserts, if any, get included in ticket fulfillment. Also design your own Print-at-Home tickets, which can be valuable up-selling and sponsorship real estate.
- Send emails that convey your brand – New Era Tickets provides clients with a range of database marketing tools including email marketing that is designed by you (and we offer the creative help if you need it). Use branded templates, write your own copy points and offers, and make additional revenue from including sponsor banners.

New Era Tickets' services contribute to leveraging your brand and enhancing your customer's overall experience - before, during and after the event!

All of the New Era Tickets service benefits described above contribute to leveraging your brand and enhancing your customer's overall experience - before, during and after the event! This leads to increased ticket sales, concessions sales, parking, and merchandise sales. Don't miss out any longer on branding tactics that can increase your sports or entertainment organization's overall profitability.

For more information on New Era Tickets, visit www.neweratickets.com

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