HOCKEY CANADA EVENTS

Ticket Sales Plan Guide

Please be sure to include the following information in your ticketing plan.

Overview

- **Objectives –** What is your goal with ticket sales? What do you wish to accomplish in your community?
- **Strategy –** Is there a specific market you would like to target? What is the best way to sell tickets and engage fans in your community?

Ticket Operations

- **Ticket System –** Do you have a ticketing system in place in your venue or will you be needing one?
- **Customer & Sales Service –** What is the customer service capacity of your venue? Is there box office staff and/or sales staff?
- **Databases –** Is there currently a team in your venue? How many season ticket holders do they currently have?

Pricing

- **Full Package Prices –** How much will a full package cost? Please present a breakdown of all ticket fees.
- **Single Ticket Prices –** How much will single tickets cost? Please present a breakdown of all ticket fees.
- **Other Packages –** Will there be any other packages such as partial packages or packages for special groups (youth, flex packs, etc.)?
- **Special Pricing –** Do you intent to offer any specials (early bird price, season ticket holder offers, etc.)?
- **Sales Programs –** Will you be running any sales programs to certain groups? (Adopt-a-school, minor hockey, fundraising, group sales, etc.)

Sales & Marketing

- **Sales Timeline –** Please provide a projected timeline for full package (early bird, regular price) / partial package (if applicable) / single ticket / special programs on-sale? Please provide a sales target for each product. How many units would you like to sell with each on-sale date?
- **Marketing Timeline –** Please provide a brief marketing plan that also aligns with your ticket sales timeline. How will people know tickets go on sale?
- **Full Package Benefits –** What benefits are included in a full package? (If applicable)
- **Sales Databases –** Will you utilize the season ticket holders already in your venue (if applicable)? Or other team fanbases in the area?
- **Sales Support –** Will you have dedicated sales person to make calls for full packages or programs?

Sales Projection & Budgeting

- **Sales Projections –** Please provide sales projections for each product (number of units sold).
- **Budget –** Please provide a detailed budget which includes all sales and all ticket fee expenses

If you have any questions concerning your bid's ticketing plan, please contact:

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