

Ways To Put Your Tickets To Use

Maximize your ticket use

Get out your tickets and check the dates on your calendar. If you can't make a game, be sure to take advantage of the Never A Wasted Ticket program detailed on the next page, or share the fun and reward those close to you:

- Friends and Family
- Teacher Gifts
- Pastor and Church Leaders
- Hairdresser/Barber Tip
- Thank Your Mailman
- Bus Driver

Suggestions for business ticket coordinators

The games in your package can seem like a lot, but if you are smart about your ticket use, your tickets will be distributed and well utilized in no time! The following is a simple formula that many businesses have had tremendous success with. Customize it to meet all of your needs!

1. Identify Key Customers, Prospects and Staff Managers

70-Game Packs

20 games for key clients
10 games for sales to prospect new business
30 games for employees (give to department heads for reward program)
10 games for upper management

70 games accounted for!

35-Game Packs

5 games for key clients
10 games for sales to prospect new business
15 games for employees (give to department heads for reward program)
5 games for upper management

35 games accounted for!

2. Get Your Tickets Out of the Booklet!

You have to rip them out eventually, so do it now! Take all of your Opening Night tickets and put them in the April 7th envelope provided. Do game two, three, all the way through your package. If you have parking passes, include them with the tickets. This makes distribution simple and easy!

3. Distribute Your Tickets

Opening Night is right around the corner! There's no reason why clients or department heads you plan to give the tickets to can't receive them now. It will allow them time to plan and also takes the burden off you as the ticket coordinator. Use the enclosed ticket tracker to keep track of who is using the tickets to each game.

4. Don't Forget the Never A Wasted Ticket Program

If you or someone you have given tickets to can't make a certain game for any reason, don't worry because those tickets are still good for another game! Just use the Never A Wasted Ticket program detailed on page 5 to exchange the tickets.

5. Diamond Club Benefits

Be sure to review the program features and special events included in your ticket pack detailed on pages 2-3.

6. Call Your Biscuits Account Executive

If you have any questions or concerns throughout the season, please call your Biscuits Account Executive or the Biscuits Season Ticket Concierge. We love to hear your feedback!