

Sesame Street Live!

Ted Constant Convocation Center

October 7-October 9, 2011

GOAL:

The group sales department goal for the Sesame Street Live! event held

- Friday, October 7, 2011
- Saturday, October 8, 2011
- Sunday, October 9, 2011

We aim to sell \$20,000 in revenue which is 1,818 tickets at an average price of \$11.00 per person.

STRATEGY:

The main objective is to offer group packages to our existing client base, including day cares and schools, and reach out to new client categories. Additionally, it will be important to take advantage of contacting clients before school lets out in June. This way, the word is out and we can follow up later in the summer. I plan to send out a "Save The Date" to better

Target markets include:

- Sesame Street Live Past Purchasers
- Family Show Past Purchasers (Thomas and Friends, Barney and Friends, Sesame Street Live!)
- Surrounding Schools (see attached mailer database)
 - Day Care Centers, Pre-schools, PTA Teachers, YMCA, Private/Public Schools, After School Programs, ODU Day Care, Primary School teachers/principals/administrators
- Military
 - Air Force (Langley), National Guard (Camp Pendleton), Navy (Mid-Atlantic, Oceana, Naval Hospital, Naval Station Norfolk, Amphibious, Naval Weapons/Yorktown, Dam Neck), Army (Ft. Story, Ft. Eustis, Ft. Monroe, Camp Peary), Coast Guard (Elizabeth City, Portsmouth, Yorktown), Marines (Camp Allen, Camp Elmore), Recruiters, ROTC, USO, U.S. Joint Forces, MWR, Armed Forces
- Super Groups
 - Our Super Group program allows you to send ticket offers by email to your employees to receive pre-sale & ticket discounts for a variety of family shows, ODU Monarchs games & concerts. Social groups, companies, public service employees, youth organizations & professional associations are all considered super groups.
 - AAA and AAA Safety Patrol
 - Boy Scouts of America
 - City of Norfolk
 - CHKD
 - Cox
 - Girl Scouts of the Colonial Coast
 - Military
 - Norfolk Public Libraries
 - Norfolk Public Schools
 - Old Dominion University
 - Sentara
 - Virginia Zoo
 - YMCA of Hampton Roads

SYNOPSIS: "Elmo Makes Music"

Jenny, an enthusiastic new music teacher, arrives on Sesame Street only to discover that her instruments are missing. Jenny's new Muppet friends quickly come to the rescue and discover 'instruments' they never knew existed...rubber duckies, trash can lids and even cookie jars. Elmo and friends teach children that everyone can make and enjoy beautiful music together.

BUDGET:

Attached.

GROUP TICKETS:

	Group/Mil Discount	Box Office Rate	Group Rate
P1 (Sunny Seats*)	\$0.00	\$62.00	\$62.00
P2 (Gold Circle Seats)	\$0.00	\$35.00	\$35.00
P3	\$3.00/\$5.00	\$23.00	\$20.00/\$18.00
P4	\$3.00/\$5.00	\$17.00	\$14.00/\$12.00
P5	\$3.00/\$5.00	\$14.00	\$11.00/\$9.00
School Show (10/8)			\$11.00
Opening Night (10/8)	N/A	\$14.00	\$14.00

*Sunny Seats Package: Includes VIP Seating, a show program, and a Photo opportunity with two characters before the show.

SHOW INFORMATION:

	Date	Time	Information
Friday AM	October 7, 2011	10:30am	School/Daycare Show
Friday PM	October 7, 2011	7:00pm	Opening Night - \$12 tickets
Saturday AM	October 8, 2011	10:30am	
Saturday PM	October 8, 2011	2:00pm	
Sunday PM	October 9, 2011	1:00pm	
Sunday PM	October 9, 2011	4:30pm	Final Show

ASSETS AVAILABLE:

NA

COLLATERAL MATERIAL AND SALES TOOLS:

- Save the Date – eblast
- Group Mailers to local schools
- Telephone Sales Calls
- Email template
- Posters
- Email blasts

TIMELINE:

Send out Save the Date/Make Initial Calls	Early June
Create Collateral	June-July
Update Website with details	Upon Show Announcement
Poster/flier Distribution	End of August (When students return to school)
Package Sales Start	Upon Show Announcement
Email program kick off	Upon Show Announcement
Telephone sales	End of August (When students return to school)
Flier distribution	End of August (When students return to school)
Follow-up previous telephone / email distribution	Ongoing
Implement Facebook advertising campaign	First week of September
Release group ticket holds	October 1, 2010