

TICKETS MEAN BUSINESS

\$43 Million
Get in Front of
your Customers

Sharing unique experiences drives business. This Spotlight partner entertained **\$43 million** in potential revenue at each of the ten NFL games in the 2010 season.

300 X
Proven ROI

NFL suites host on average over **300x** the cost of the suite in potential business

2.2 Requests
per Ticket

NFL Tickets are in high-demand assuring you the guests you need to help your business.

78%
Want New Business?

78% of all tickets are used for **New Business Development**. The Majority of the rest for Current Customers

Over 90%
Utilization

Tracking and using sports tickets effectively with Spotlight ticket tracking leads to **significant ticket use**. Spotlight partners use more than 90% of their tickets effectively

“At the end of each season we are required by management to generate ROI reporting for all tickets used. After last season, Spotlight’s quick and intuitive reporting provided us tangible data to show we returned precisely 500% on our suite investments.”

- Houston Rockets

“Be bold. Have vision for your company and it will be rewarding for everybody”
- Anna Lyssa Cuevas, Events Manager at Baker Hughes

Powered by



CASE STUDY 1

- NFL Suite
- **Fortune 100** company suite owner since 2002
- **Goal:** Entertain major local customers. Drive potential business with remaining games
- Usage Rate 96%. **Effective Usage Rate 100%**
- **Outcome:** \$5,691,815 in Current customer business over 10 games
- **Outcome:** \$435,340,010 in Potential Revenue
- **\$43 million** in potential revenue per game

CASE STUDY 2

- Global Business Solution Company
- Over 100 year old company
- Fortune 500 global brand
- **Goal:** Entertain major customers and vendors. Drive potential and existing business
- **Outcome:** \$174,089,698 in Current customer business
- Over 80% Usage Rate
- **Effective Usage Rate 100%**

CASE STUDY 3

- Uses sports and venue tickets for multiple locations nationwide
- Major global product brand name
- Over 2000 tickets
- **Goal:** Entertain customers for Client Development and Customer Retention
- Over 3 requests per ticket
- **Outcome:** Generated \$32,257,455 in total Revenue
- **Effective Usage Rate 100%**



**WHAT BUSINESS CAN
YOU WIN WITH YOUR
SPORTS TICKETS?**