



Blue and Red Carpet Event Summary Report

Prepared for: Carl Lahr

Prepared by: Amy Girgis and Jeff Eldersveld

Event Date:

January 4, 2010

Objective:

To sell season tickets, courtside sampler, partial package, or individual courtside seats to first time prospects in the Los Angeles area.

Pre-Event Summary:

- Aimed to send an email to 10,000+ C-level business-persons within the LA area. List demographic and acquisition were provided through Full House Marketing. Result: **10,866 emails were delivered** to target prospects. Email cost **\$4,553.60**
- Email invited prospect to preview courtside seats on January 4, 2010 vs. Portland Trailblazers. The invite included parking, a pre-cocktail party at Hyde Lounge, and two tickets for the game. Hyde Lounge cost **\$2,312.39**.
- A total of **2,202 emails were opened** for an **open rate of 20.3%**. The industry average for third party email open rates is less than 5%; this campaign saw a return of four times the average.
- We received more than **400 responses** and **336 new accounts** were loaded into Archtics.
- Sales staff reached out to all accounts in order to pre-qualify prospects. Qualifying factors included understanding of each candidate's business and position in company. Each candidate was prescreened and aware that a sales pitch was involved by accepting invitation.

Event Summary:

- A total of **177 accepted the invitation** and were confirmed to attend. Tickets were either put into their account or were scheduled for tour by a sales representative.
- A total of **123 attended** the event.
- A total of **\$23,620** in ticket revenue was generated from the event.

Post-Event Summary:

- Leads have been distributed among sales staff to follow up for future business.
- A current waiting list for the next event has been developed.

Event Cost Summary	Amount
Revenue*	\$23,620
<i>Courtside plans x 2</i>	<i>\$9,100</i>
<i>Individual Tickets x 48</i>	<i>\$14,520</i>
Costs	(\$6,865.99)
<i>Email</i>	<i>(\$4,553.60)</i>
<i>Hyde Lounge</i>	<i>(\$2,312.39)</i>
Total profit	\$16,754.01

* An additional **\$14,000** was generated from the concept of the courtside sampler that was introduced at the event. (This amount is not included in the table above)

Present and future benefits include: Net profit of **\$16,754.40** and an increased database for prospective buyers and businesses for future Clippers tickets.

Attachments:

1. Blue and Red Carpet Event Email
2. Email List Criteria

Blue and Red Carpet Event Email

Email Send Time: Wednesday, December 16, 2009, 3:30PM

Email Subject: VIP Event Invitation for XXCompanyNameXX

Variables:

- Company name in subject
- First name as email salutation

THE LOS ANGELES CLIPPERS BLUE & RED CARPET EVENT

Jeff,

You are cordially invited to the Los Angeles Clippers Blue & Red Carpet Event on **Monday, January 4th, 2010**, 5:30PM at STAPLES Center before our game vs. the Portland Trailblazers.

Join us for one of the biggest games of the season in VIP style and it is all on us!

This very exclusive night includes:

- Pre-Game Cocktail Party at the Hyde Lounge •
- Courtside or Center Court Seats •
- Free Valet at Staples Center •
- VIP tour of Staples Center & Chairman's Lounge •

Seats are limited so please R.S.V.P. directly to Amy Girgis at 866-586-6746 or agirgis@clippers.com.

We hope to see you on January 4th!

Regards,

Los Angeles Clippers



Hyde LOUNGE

[Forward to a Friend](#)

Los Angeles Clippers, STAPLES Center
1111 S. Figueroa St., Ste 1100, Los Angeles, CA 90015

This offer is brought to you by InfoUSA.
To unsubscribe please [use this link to remove your subscription](#).
[View our Privacy Policy here](#).

Target Prospects Provided by Full House Marketing

Geography: 20-Mile Radius from Zip 90015

Criteria: Available Email Address for Top Executives

1. Corporate Headquarters Locations

Criteria:

ALL Businesses; No Industry Omissions

Business Status = Headquarters or Subsidiary HQ Location

Count = 653 Available Email Addresses

2. HOT Industries

Targets:

Banks, Bank Holding Companies & Credit Unions
Attorneys/Legal Services
Television, Radio & Newspaper (Barter Categories?)
Insurance
Finance & Investments
General Contractors & Home Builders
Business/Management Consulting Services
Accounting, Auditing & Bookkeeping
Real Estate Agencies & Managers
Telecommunications
Beer, Ale, Wine & Liquor Distributors
Car Dealers
Doctors Offices
Casinos
Business Services NEC
Mortgage Brokers & Loans
Real Estate Developers
Restaurants & Caterers
Holding Companies & Other Investors
Title Companies
Plumbing, Heating & Air Conditioning Contractors
Computers/High-Tech
Top Manufacturing Categories

Titles:

Owner, President, Executive Director, Administrator,
Religious Leader, Partner, Chairman, Vice
Chairman, Chief Executive Officer (CEO), Chief
Operating Officer (COO), Chief Financial Officer
(CFO), Director, Executive Vice President, Senior
Vice President, General Counsel, Executive Officer,
Purchasing Agent

Size of Company: 5+ Employees = 5,926 Available Email Addresses

3. Balance of Targeted Businesses (“Business-to-Business Organizations”)

Criteria:

ALL Businesses; OMITTING Retail Establishments, Personal Services, Agriculture (except for Landscaping & Grounds Maintenance), Forestry, Mining, Government, Schools, Churches, Theatres, Video Tape Rental, Social Services, Nursing Homes, Hotels/Motels, Parks

Titles:

Owner, President, Executive Director, Administrator, Religious Leader, Partner, Chairman, Vice Chairman, Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO), Director, Executive Vice President, Senior Vice President, General Counsel, Executive Officer, Purchasing Agent

Size of Company: 10+ Employees = 3,117 Available Email Addresses

4. Balance of Big Business

Criteria:

ALL Businesses; No Industry Omissions

Size of Company: 50+ Employees = 2,211 Available Email Addresses

GRAND TOTAL: Available Email Addresses = 11,907