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## Full House Helps the Houston Rockets Launch New Sales with Business & Basketball Event Series

Using Full House's targeted prospect leads, the Rockets generate a 13 to 1 return on investment.

### CONTACT

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### ORGANIZATION

Houston Rockets  
National Basketball Association

### BACKGROUND AND OBJECTIVE

While the fundamental objective of ticket sales – putting butts in seats – remains unchanged, the ticketing world has evolved dramatically over the past few years. Everything from how new business is found to how it is closed requires a little more attention and a lot more detail. Nowadays, seat holders are provided insider information and behind-the-scenes access to the team; and account representatives know as much about their customers as they do their own families.

More than a simple transaction, ticket sales is now a relationship business. The one-to-one rapport between the client and sales rep is as much a part of the winning formula as the number of wins the home team produces on the playing surface. Furthermore, the added emphasis on the ROI of a ticket product and the difference it makes in driving revenues means a team's loyal customers are those who create loyal customers for themselves from their hospitality investment.

But how are teams successfully establishing these necessary relationships and finding the right prospects to reach out to in the first place?

### HOUSTON ROCKETS BUSINESS & BASKETBALL SERIES

Dear Jerod,

We are excited to invite you to part 2 of the Houston Rockets exclusive **Business & Basketball Series**, designed to bring high level executives to Toyota Center for an evening of developing new relationships. We will feature complimentary drinks and appetizers plus the opportunity to hear from Tad Brown, Chief Executive Officer of the Houston Rockets and Toyota Center. Following the pre-game event, you'll enjoy the game from seats in our Rockets club..

Please join us so we can get to know you, learn about your business objectives, introduce you to our Rockets Club membership options, and make sure that you leave the game with a relationship and connection to our team.

**What:** Business & Basketball Series  
**Where:** Toyota Center  
**When:** Thursday, April 26th vs. New Orleans Hornets  
**Time:** Check in 5:30pm

Please RSVP by Monday, April 23rd:  
Online: [Click Here](#)  
Call: 713.758.7300  
Email: [Robertz@rocketball.com](mailto:Robertz@rocketball.com)

**\*\*This offer is exclusive to Jerod Burkey and is not transferable.\*\***



TOYOTA CENTER



## Full House Helps the Houston Rockets Launch New Sales (continued)

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### PROGRAM DESCRIPTION

The Houston Rockets, with an assist from Full House Entertainment Database Marketing, have launched the Business & Basketball Series, where high-level, Houston-area business executives are invited to one of two pre-game receptions. These events provide Rockets account representatives an opportunity to learn prospects' business objectives as well as give them a sense of interaction with the team.

In advance of the first of these two events, email invitations were sent to 5,532 new prospects targeted by Full House and previously unknown to the Rockets; of which, 725 (13.1%) opened the email. These targets were top executives within a 50-mile radius of Downtown Houston from corporate headquarters locations, attorney offices, and business-to-business organizations with sales over \$2 million or over 50 employees. "It was an outstanding list," contends Rob Zuer, Director of Ticket Sales for the Rockets. "The return is off the charts."

The first Business & Basketball Series event tipped-off on April 11th, 90 minutes before the Rockets tip-off with the Utah Jazz. Complimentary drinks and appetizers were served while ten Rockets account representatives worked the floor, introducing themselves to new faces and facilitating B2B connections with other prospects clustered around the ten high-top round tables in the VIP Banquet Room on the Lower Suites Level of Toyota Center. Attendees were also treated with complimentary tickets to the game and access to the exclusive Red & White Wine Bistro in the arena.

After a short video presentation and opening remarks from Zuer, Rockets CEO Tad Brown took to the podium. Among the many incentives for purchasing 2013 season tickets at the event, Zuer and Brown both stressed that any new Rockets season ticket holder also receives first access to seats for the 2013 NBA All-Star Game hosted by Toyota Center. The greatest benefit for the ticket holder, however, is the strong connection established with the franchise. "Opportunities like tonight are great because it gives us a chance to open up relationships with more people," says Brown. "It also gives me the opportunity to answer questions. In a forum like tonight, it's best to have an interactive dialogue."

The team's expense for Full House's services as part of the Business & Basketball Series was only \$2,400.

### RESULTS

Interest in both events was high. From the initial email, the Rockets received 175 RSVPs from 73 unique companies, more than doubling their original goals for each. Of these commitments, there were few no-shows with attendance coming in around 80%. The Rockets also closed \$53,000 in sales prior to the first event even taking place from people who simply called in from the email. Full season tickets were the packages pitched to prospects, and most packages purchased were for premium seating products – club or floor seats. The team tallied over \$100,000 in new business from the first event leading up to the second.

The morning after the first Business & Basketball Series event concluded, an additional email blast was sent out for the second event held prior to the Rockets regular season finale April 26th against the New Orleans Hornets. Full House provided lists for those prospects that opened the initial email, but for whatever reason, did not RSVP. These executives were re-targeted with a follow up phone call and the second email blast invitation which was also extended to almost 3,000 additional email targets.

At the second Business & Basketball Series event, a similar program was presented, netting similar results. The overall ROI for the Rockets has been tremendous – an impressive 13 to 1.

### LOOKING AHEAD

The key to any event is the follow up, and the Rockets have an aggressive campaign ready to go, starting with a handwritten thank you card and phone call from an account representative. The team expects to close more business by following up with the leads generated from Full House and target these prospects with incentives to become Rockets season ticket holders.

### ABOUT FULL HOUSE

Full House Entertainment Database Marketing provides targeted sales leads, performs business email campaigns, and executes full-service direct mail to help find new season ticket, group sales, and premium seating customers. Since 1998, they have helped over 700 sports and entertainment organizations with targeted direct marketing campaigns (direct mail, telemarketing, email). Full House's mission is to create the absolute best return on investment opportunity for their clients.