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University of Minnesota Turns to Full House to Fill the Seats

Business email campaign generates over \$30,000 in new season ticket sales

CONTACT

Kerry Edwards
Ticket Sales Executive
University of Minnesota Intercollegiate Athletics
edwar361@umn.edu
612-626-5297

Ron Contorno
President
Full House Entertainment Database Marketing
ron@fillthehouse.com
312-360-0001



ORGANIZATION

University of Minnesota Intercollegiate Athletics

OBJECTIVES

Finding new season ticket purchasers is critical to any sports team's business agenda-collegiate or professional. On the professional side, teams may employ 20-25 salespersons in addition to in-house database or email list managers to move available inventory; whereas in the collegiate environment, this responsibility may fall on a staff with as few as one salesperson.

At the University of Minnesota, Kerry Edwards knows what it is like to be a one man shop of sorts. "We have ticket managers, but I'm the only outbound proactive salesperson," says Edwards. "So to have a contact like Full House is absolutely phenomenal." To assist in finding new season ticket and group sales prospects for Gopher football, men's basketball and hockey, the University of Minnesota turned to Ron Contorno at Full House Entertainment Database Marketing.

PROGRAM DESCRIPTION

After some online research and careful reference checking, the University of Minnesota contacted Full House to provide sales leads in the Minneapolis metropolitan area. Within a couple days, Full House returned a list of over 5,000 businesses within a 50-mile radius of campus.

"My industry ideas were attorneys/legal services, insurance, accounting, telecommunications, beer and liquor distributors and doctor's offices," explains Edwards. "Ron (Contorno) broke it down even more for me. He was even more specific than what I originally asked for." The breakdown was comprised of corporate headquarter locations, targeted industries with sales over \$1 million and the balance of businesses with sales over \$2 million or 100-plus employees.

The creative team at the University of Minnesota with the help of Contorno and Full House then crafted an email to send to the 5,000-plus businesses. The email was received by 4,684 companies; of which, 569 opened the email (12.2%).



University of Minnesota Turns to Full House to Fill the Seats (continued)

MEDIA

The University of Minnesota used a multi-dimensional strategy to reach its new prospects. In addition to the email campaign, UM used direct mail to galvanize in-bound sales calls and email inquiries.

PARTNERS

The University of Minnesota partnered with Full House Entertainment Database Marketing. Full House provides targeted sales leads for direct marketing campaigns (direct mail, telemarketing, email). Over 600 sports teams and entertainment organizations have used Full House to find new business and residential customers.

RESULTS

Within a month of the email blast, 20 season tickets were sold, resulting in \$20,000 in new revenue. In addition, a mailer offering specific football packages was sent to all those who opened the email, which has moved at least ten more season tickets and generated an additional \$10,000. And the orders continue to trickle in.

The overall financial investment for UM for the email campaign was just north of \$2,300, so the returns have yielded over 10 times the initial investment already. And the university could not be happier. As Edwards explains, "It was a great list. I'd have to open up the Yellow Pages to try and find these people...And the ROI was phenomenal."

LOOKING AHEAD

UM is planning a follow up email in the coming weeks and will continue to use Full House email services throughout the year when new ticket packages become available.

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Gopher Athletics would like to extend the opportunity to become a part of the Gopher Nation! Gopher season and group tickets are a great way to recruit new customers and reward employees. Whether it is a fall Saturday in TCF Bank Stadium, a Friday night in Mariucci Arena or a Big Ten showdown at "The Barn" Gopher Sports brings a level of excitement second to none.



Gopher Football

The fall of 2009 was a memorable and historic season for Gopher Football back on-campus! The 2010 season is expected to be just as exciting. The Gophers will play host to one of the best home schedules in the country, with national powers USC, Ohio State, Penn State and Iowa all visiting TCF Bank Stadium.

Gopher Basketball

The Gophers enjoy one of the best home court advantages in all of college basketball. The Gopher Basketball program is coming off of their second straight NCAA tournament appearance and looking to continue that success this coming season. Come join the Gophers and Coach Tubby Smith for another exciting year of Big Ten basketball.

Gopher Hockey

Gopher Hockey has a strong returning nucleus and a top five recruiting class. The team hopes to make a run toward the Frozen Four being held in St Paul this year. Celebrate the start of 2011 at the Mariucci Classic games on New Year's Eve afternoon and New Year's Day - ring in the New Year with the Gophers!

Experience Gopher Nation - Golden Opportunities

- Full Season Tickets - Gopher Football and Basketball
- Premium Seating - Gopher Football and Hockey
- Group Tickets - Gopher Football, Basketball and Hockey

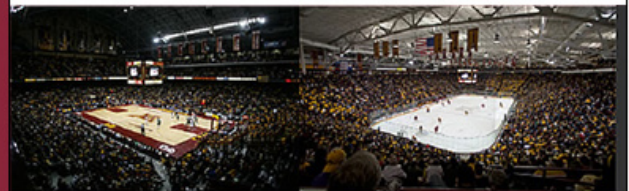
Gopher Sports Can Drive Your Business!

- New Business Reward
- Employee Recognition
- Sales Incentives
- Entertain Clients

We'll ensure that you, your clients, vendors, employees, friends and family enjoy the game and build your business at the same time!

Please contact Kerry Edwards directly at 612-626-5297 or edwar381@umn.edu for ticket pricing and ordering.

We hope you will join us for an exciting year of Gopher Athletics!



159 Mariucci Arena, 4 Oak Street SE, Minneapolis, MN 55455

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