



**FULL HOUSE  
SOLUTIONS**  
Building Crowds, Together.

## GROUP SALES WINBACK



### FULL HOUSE SOLUTIONS PARTNERS WITH THE DETROIT TIGERS TO SELL OVER 20,000 GROUP TICKETS

*Ticket Revenue = \$737,000*

**THE GOAL:** Reengage with past group leaders and entice them to bring a group back out during the 2017 season.

#### THE PREPARATIONS:

The Detroit Tigers provided a list of approximately 5,100 past group leaders. The Tigers had already tried to connect using email and phone calls. They worked with Full House Solutions to design a post card with a personalized "Welcome Back" message on their scoreboard, reasons why they should come back, and assigned rep's name, phone, and email address.

**Touch Points:** Personalized Post Cards  
(Designed by Full House Solutions)



#### THE RESULTS:

**Purchases =** 522

**Revenue =** \$737,000

**Total Group Tickets =** 20,024

**Return on Investment =** 173 to 1

DETROIT TIGERS CONTACT = JEFF LUTZ



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