



**Category:** Single-Day Attendance Promotion—Men’s Basketball

**Promotion:** Pick-Your-Price—Iowa State vs. San Diego State—December 28, 2004

**Objectives:** Increase single game ticket sales for men’s non-conference basketball games.

**Description:** Fans were allowed to “pick their own price” for seats located in Sections 1-10 of the balcony. Fans purchases tickets for the value of their section i.e. seats in Section 1 were \$1—seats in Section 10 were \$10.

**Result:** The promotion offered extremely affordable tickets to people who may not have come to the game(s) otherwise. An additional 1,975 tickets were sold for the December 28<sup>th</sup> game, while 1,788 additional tickets were sold for the December 31<sup>st</sup> game. The ticket sales for these two games combine generated an additional \$17,792 in revenue.