

SEASON TICKET SALES REPORT

by

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A review of the season ticket sales campaign for 1966 officially began on October 27, 1965, at which time players Eddie Mathews, Hank Aaron, Tony Cloninger, Billy O'Dell, Ty Cline, Bob Sadowski, Denis Menke, Mike de la Hoz, Mack Jones, Managers Bobby Bragan and Bill Adair, coaches Billy Hitchcock, Whitlow Wyatt and JoJo White and scout Dixie Walker came to Atlanta for three days of press conferences, hospital visits, radio and TV interview shows.

Beginning November 1, players Ty Cline, Bob Sadowski, Mike de la Hoz, Denis Menke, Jim Beauchamp, Mack Jones and Manager Bill Adair commenced season ticket sales duties. Bobby Bragan joined this force shortly thereafter. On December 13 Phil Niekro began full-time and on January 6 John Riddle, Baltimore Orioles player, began full-time season ticket work.

On January 17 the Braves employed two professional telephone solicitors whose assignment it is to merely determine the season ticket interest of prospective buyers and make appointments for the players.

All Braves front office personnel, including John McHale, Bill Bartholomay, Eddie Glennon, Austin Brown and Bill Brokaw have been active in sales.

In November the Braves sent personal letters, jointly signed by 6 players, to each Dunn & Bradstreet listing from the Million Dollar Directory and the Half-Million Dollar Directory in Atlanta and in the Atlanta area within 30 miles.

Personal telephone contact was made in each case, followed by one of three different personal letters depending upon the interest reaction.

This staff next pursued from 500 to 600 telegrams that were sent to Chicago and received by the Milwaukee Braves on the dates of October 15 through 21, 1964. These wires were directed to Bill Bartholomay and each wire was one of encouragement to move to Atlanta and each was a pledge of support upon arrival.

Lists of Atlanta's larger employers, such as Fortune Magazine's List of "500" and Atlanta Headquartered Firms With Branches Elsewhere were received from the Chamber and many other lists and booklets of manufacturers and businesses were obtained and pursued. The Dunn & Bradstreet Service was purchased to stay abreast and pursue prospective buyers. Books such as the Atlanta Merchandise Mart Directory and Manufacturing Guide have been used.

After reviewing categories of season ticket purchasers, such as automobile dealers, realtors, mortgage companies, banks, etc., the Yellow Pages were used to canvass other companies in the same categories for possible sales.

A season ticket brochure was introduced at the Marriott Exposition where the Braves had a booth and display, manned by above listed Braves personnel during the 6-day affair, November 1 through November 6, 1965.

To coincide with the press conference of October 27, the Braves announced the 1966 season ticket promotion in an 8" x 12" newspaper ad in both the Atlanta Journal and Atlanta Constitution. The ad included a coupon. The response was nil.

Occasional stories commenting upon the major league players and their activities appeared in local newspapers. Many radio programs hosted the Braves personally or by tape to disclose season ticket information - WQXI, for instance, hosted our group, panel-style, different times on full 1 hour shows.

A new three-fold brochure was introduced to the public as a first-class mailer and as a mail filler or handout. One hundred thousand of these brochures were printed. Ten thousand of these for mailing (bulk permit) were delivered and approximately 8000 were mailed - 4900 were mailed to manufacturers throughout Georgia. Approximately 60,000 of the overall have been distributed. Various other means were used to put the brochure in the hands of the public, such as mailing to Special Trade Contractors, state of Georgia, Wholesale Auto Parts, Wholesale Jewelers, Hardware Wholesaler, Contractors, etc. as per the Braves library. Each address on various streets were sent brochures -- streets such as Douglas Road, N.E.; Perimeter Highway, N.E.; Hammond Rive, N.E.; High Point Road, N.E.; Glen Forest Road, N.E.; Benton Woods Drive, N.E.; Royal Vista Drive, N.E.; Glenn Courtney Drive, N.E.; Glenridge Drive, N.E.; Headland Drive, East Point; Habersham Road, N.W.; West Paces Ferry Road, N.W.; and West Wesley Road.

The Braves mailed approximately 7000 multi-fold Christmas cards to season ticket purchasers, season ticket prospects and fans in the Atlanta area.

In October a business reply mail card was made available by various clubs to their members, in which interest in season tickets could be acquired either by asking for a Braves representative to call or indicating a need for further information.

All telephone inquiries result in the mailing of a full compliment of season ticket information.

Our Braves players, attired in blue blazers and insignia, canvassed many of the downtown buildings; including Peachtree Center Building, First National Bank, Healey Building, Lenox Towers, Bank of Georgia, Merchandise Mart, Southern Savings Bank, Fulton National Bank, Peachtree Tower, Hurt Building, First Federal and Standard Federal.

The downtown ticket office has been open as a convenient walk-in information office where season ticket brochures and literature, handout press guides, applications, etc. are available. Braves players hosted autograph sessions there, as well as assisting in staffing the office.

Throughout the fall the Stadium was open-house on weekends with Braves players and staff operating from the Advance Ticket Window Booth available to tour interested persons through the Stadium, discuss seating possibilities, etc. The Stadium parking lot message board carried players names who were hosting the Stadium. This Fan-a-Gram board has been used during the sales campaign as a ticket 'pitch' and 'soft sell'.

Our additional exposure included various shopping centers in which interested persons hosted us, opportunities to be on remote-control radio broadcasts from specific stores and special promotions, (Jones & Menke - General Electric; Cloninger - Jewelry) etc.

The use of the stadium parking lot by R. s buses afforded a chance to hand out thousands of styrofoam balls, yearbooks, etc. Players, including Bobby Bragan, participated. Newspapers carried the picture.

The sales approach has included the following up of legitimate leads either in person or by telephone; initial contact in person and by telephone - cold; personal letter and brochure, newspaper and radio announcements, personal appearances and stadium open houses, mailer cards and cooperation of clubs.

The 400 Club has been hosted at the Stadium and has been hosts for the Braves on another occasion, and ticket sales assistance has been petitioned of this group. The Press Lounge is also used to host various groups and for press announcements. The Piedmont Driving Club, Capitol City Club and Cherokee Town and Country Club sent season ticket applications to all of their members. Ninety-eight percent of the applications were returned. However, very few sales have been made to date.

A card filing system of season ticket purchasers, companies having refused, companies interested but in daily sales only or group order specifically, has been assembled.

Service clubs, banquets, church, school and sports events locally and in the area have been handled by the entire Braves staff, directed by the Braves staff.

Speaker's Bureau. Thus, an opportunity during the past months of this busy scheduling has afforded further approach to prospective buyers.

The Chamber of Commerce mailed a four-color season ticket brochure to its 4000 plus members in Atlanta, and the chambers of commerce of numerous cities in the southeast received a substantial number for their respective members. Response, as of February 8, has been 31 returned cards, of which 13 have resulted in the sale of 26 season tickets.

Various small towns in the area have been visited and interested persons have often escorted our players to the most likely season ticket prospects. Carrollton, Georgia, for instance, escorted 3 of our players 1 full day and part of another in which season ticket response was good.

The above listed sales staff and the professional telephone solicitors have staffed a battery of telephones (8) to sound out fan interest and season ticket prospects.

In summation, almost all of our season ticket sales since November 1 have been made as a result of personal contact and a careful personal sales visitation in which the person or firm selected the preferred location.

Jim Fanning