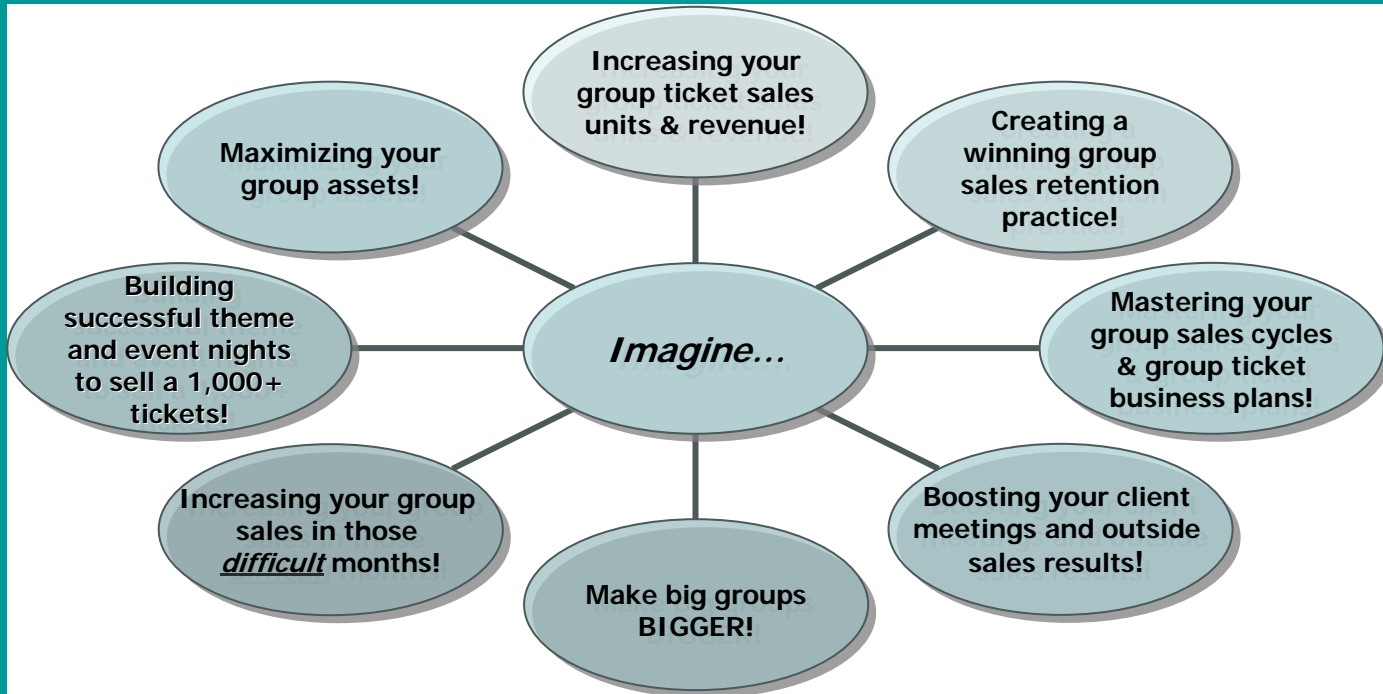




HANDS ON SPORTS &  
ENTERTAINMENT

# Group Ticket Sales Training, Side-By-Side Development & Consulting



Headlined by Rob Sine, president of Hands On Sports & Entertainment, with over 14 years of sport industry experience, we will enhance your group and ticket sales business by focusing on these key points.

## Clients include:

National Lacrosse League (NLL) – National Hockey League (NHL) - ECHL (Premier 'AA' Hockey League)  
American Hockey League (AHL) – Event & Arena Marketing Conference (EAMC)  
Pittsburgh Pirates (MLB) - Cleveland Indians (MLB) - Lakewood BlueClaws (Class A Baseball)  
Trenton Thunder (Class AA Baseball) - Portland Beavers (Class AAA Baseball)  
Toronto Argonauts (CFL) - Dallas Desperados (AFL) – NY Red Bulls (MLS) - Portland Timbers (USL)  
Phoenix Suns (NBA) - Minnesota Timberwolves (NBA) - Sacramento Kings (NBA)  
Phoenix Mercury (WNBA) - Minnesota Lynx (WNBA) - Sacramento Monarchs (WNBA)  
Fort Worth Flyers (NBA Development League) - Austin Toros (NBA Development League)  
Tulsa 66ers (NBA Development League) - Albuquerque Thunderbirds (NBA Development League)  
Rochester Americans (AHL) - Phoenix RoadRunners (ECHL) Cincinnati Cyclones (ECHL)  
Toronto Rock (NLL) - Minnesota Swarm (NLL) - Rochester Knighthawks (NLL) – Edmonton Rush (NLL)  
Portland Lumberjax (NLL) – Chicago Shamrox (NLL) - NY Titans (NLL) - US Airways Center  
US Bank Arena - ARCO Arena - PGE Park - Northwest Sports & Entertainment, Inc.

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**"Hands On** is the BEST way to ensure that hope is not your ticket sales strategy!"



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## President-Rob Sine



Rob Sine is the President and founder of Hands On Sports & Entertainment, launched in 2006. His company understands that ticket sales are the life blood of any sport or entertainment venue. Understanding this, he believes in working with a client from the foundation up and in side-by-side selling & training with a client's sales staff to increase long term benefits. In addition, helping clients with "franchise turnarounds" and focusing on management

consulting has delivered the true "Hands On" results. This "Hands On" philosophy has been developed from his experience while excelling in professional sports and entertainment for over 14 years, both as a league-wide top performing seller and senior executive. Utilizing this approach has allowed Hands On Sports & Entertainment, in three short years, to become the group & ticket sales training and development leader in North America by helping clients grow their group & ticket sales business over \$13 million dollars since the company's inception.

Rob's career began in Cincinnati with the IHL and NPSL, while simultaneously selling and marketing arena shows and events at US Bank Arena. Moving on to the Ft. Worth, TX market and the WPHL, he was named *League Marketing and Sales Executive of the Year* for designing the marketing and sales plan that increased attendance by over 2,500 fans per game.

Rob spent the next seven years building and running the group, season and premium ticket sales departments for three NBA teams: the Milwaukee Bucks, Seattle SuperSonics and Portland Trail Blazers. His departments excelled and set franchise records with a combined total first-year increase of over \$1.5 million dollars in new group revenue and over 85,000 new group tickets sold. His mark still remains on each franchise as they sustain their place at the top of the NBA in group ticket sales each year.

Rob received his degree from Penn State University and currently resides outside of Seattle, WA with his wife, their twin daughters and two Great Danes.

"Over my years of selling tickets in the league, your style, approach and experience sets you apart from other trainers. You immersed yourself in the culture of our organization and made it a point to work with each sales manager to find areas of opportunity. Being that you are specific to Groups Sales, your expertise and feedback provided each manager with clear feedback on areas of development as well as best practices. I highly recommend your training to other organizations that are looking to not only develop a team who want to be successful, but develop their people to make them a success."



**Bobby Phillips**  
*Director of Group Sales*  
*Sacramento Kings*  
*(NBA)*