

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



HANDS ON SPORTS & ENTERTAINMENT

Rob Sine - President

T: 360.910.9960

E: rob@handsonsports.net

Jason Lai – Executive Vice President

T: 917.675.2817

E: jason@handsonsports.net



What do we focus on?

Ticket Sales are the life blood of any sport or entertainment organization and we believe in working with a client from the foundation up to increase the speed and yield of tickets being sold.

In doing this our focus is spending time in-market and in the field with a client's staff and management to work side-by-side to sell tickets. Additionally, helping emerging owners with "franchise start up's/ turnaround's" and utilizing our expertise in group ticket sales have been the core of our business model.

Clients include members of the following leagues and associations:



This is how we can help!





HANDS ON SPORTS &
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Franchise Turnarounds & Startups

Would you like to maximize your ticket revenue while enhancing the skill and productivity of your ticket management and staff in less time?

We blend seamlessly inside your organization to build a foundation of industry wide best practices and to lead by example while selling with your staff. Our side-by-side programs are based on a timeline of 30-120 days and are customized around your new ticket and revenue goals. The HOS plan can include:

Overall Ticket Sales Management:

- A scientific calculated approach to financially plan your ticket sales goals
- The establishment of sales cycles for new ticket sales and retention
- An assessment of all staffing needs and referrals to hire qualified candidates if necessary

Ticket Sales Department:

- Side-By-Side field work with your leadership and sales staff to deliver enhanced results from your team
- Industry best theme night and package plans to drive ticket sales
- The **BEST** ticket sales training program in the industry



Group & Ticket Sales Side-By-Side Development

Side-By-Side Development:

This innovative approach delivers “Hands On” dedicated time with leadership and staff to individually enhance their results. We focus on teaching by example, going out into the field and reinforcing the foundation and core focus of the ticket sales department; all while showing real time results. Features may include:

- Dedicated one-on-one time with each ticket sales person to make phone calls and to go on appointments to assist them in selling tickets.
- Committed time with management to discuss the strategic planning and execution of the ticket sales department.
- Assessment of current Ticket Action Plans employed by all of the ticket staff for the evaluation of both interpersonal and mechanical sales skill comprehension and implementation.

Testimonials

"We have engaged Hands On Sports four times over the past two seasons and have been thrilled with the results. We have gone from an inbound call centre to a professional sales staff that actively seeks out face-to-face meetings and builds relationships with prospective customers. The key to their tremendous impact is their 'hands on' approach. From day one they were able to connect with our staff, and reinvigorate them all about their jobs. In our first year working with them, we increased our group ticket sales numbers by over \$500,000! I'm excited about the opportunity to work with Hands On Sports again."



-Joey Nalevka
VP, Business Operations
Toronto Argonauts Football
(CFL)

"Hands On Sports is the best resource we have used to help drive revenue. They are the best one-two combination of Sponsorship and Ticket Sales focus in sports, which is a rare commodity. Both Jason and Rob live up to their reputation and worked 'Hands-On' with my organization. We now have the HOS system in place!.....Every team and league should make the investment with Hands On Sports to guarantee their financial success!"



-Mike Parnell -Owner
Billings Outlaws
(IFL)

"For the 2009 & 2010 seasons, our franchise enjoyed a 30% increase in overall attendance and a 20% increase in ticket revenue respectively. In both seasons, we led the NLL in group ticket sales with more than 2,100 group tickets sold per game, all of this as a direct result of the efforts of Hands On Sports & Entertainment....."



-John Arlotta-Owner
Minnesota Swarm (NLL)

We are 100% committed to the Hands On Sports ticket sales plan and implemented each of the steps suggested. For the 2010 season we are up 21% over 2009 in ticket revenue. This is an unprecedented result for a sports organization in this economy. I highly recommend Hands On Sports to any organization who wants to enhance their results and fill their arena with paid ticket buyers!"



-Doug Reffue
President
Boston Blazers (NLL)



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Summary

In today's competitive landscape for the entertainment dollar, the fastest way to generate ticket buyers and sales results, while competing with other sport and entertainment options in town, is to hire Hands On Sports & Entertainment.

Our value proposition is centered on the idea that we engage fully within your organization to spend time in market working side-by-side with your staff to accomplish your new goals. We are only successful if you are:

- ❑ ***You will sell more tickets and eliminate "hope" as your current ticket sales strategy!***
- ❑ ***You will see an immediate return on your investment through your staff and in your sales results!***

Contact Rob Sine @ 360.910.9960 to sell more tickets today!

www.handsonsports.net

Hands On Sports & Entertainment Management Team

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 organization and believes in working with a client from the foundation up to increase the speed and yield of tickets being sold. In doing this their focal point is spending time in-market and in the field with a client's staff and management. Additionally, helping emerging owners with "franchise start up's/ turnaround's" and utilizing his expertise in group ticket sales have been the core of this business model. In four short years, this 'Hands On' approach has helped to collectively grow their client's ticket sales business over \$13 million dollars.

Rob developed his company's values while excelling in professional sports and entertainment for over 15 years, both as a league-wide top performing seller and senior executive. 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 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 & ticket sales departments for three NBA teams: 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 ticket revenue and over 85,000 new group ticket tickets sold. His mark still remains on each franchise as they sustain their place at the top of the NBA group ticket sales each year.

Executive Vice President - Jason Lai



As Executive Vice President of Hands On Sports & Entertainment, Jason brings over 11 years of sports marketing experience through his tenure within three different professional sport league offices as well as various professional teams and digital media outlets. Most recently, Jason was the Director, Team Business Development for the National Lacrosse League (NLL) where he oversaw the growth and development for 12 teams across North America. Prior to joining the NLL, Jason held positions with PA SportsTicker (STATS Inc.), New York RedBulls (MLS), National Basketball Association (NBA), National Hockey League (NHL), New York Rangers (NHL), New York Knicks (NBA) and Nielsen Sports Media Research.

Throughout Jason's tenure with the NBA, he specialized in developing new business strategies while working in-market on the implementation with team executives to primarily focused on increasing ticket sales and sponsorship revenue. Jason's efforts directly impacted the financial success of the relocation of several D-League teams, expansion markets for the WNBA, and the relocation of the NO Hornets to Oklahoma City (OKC) after hurricane Katrina. Jason's ability to adapt in-market and customize sales strategies lead to over \$40 million in new ticket revenue along with over \$12 million in sponsorship revenue while in OKC. Jason's first stint with a league office involved sponsorship sales with the NHL. During his tenure, Jason and his team directly impacted sponsorship revenue by generating over \$350 million dollars.

