



1050 IronPigs Way
Allentown, PA 18109-3509
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www.ironpigsbaseball.com



Baseball can be very good for your business and relationships. Lehigh Valley IronPigs tickets not only provide a great place to strengthen ties with your family, friends, co-workers and clients and to make some new, lasting relationships, as well. Consider these ways that IronPigs season tickets can be used to serve your business:

Sales Department

- Entertain a client or potential client at a game. If you are not spending three hours of uninterrupted face time with a client, your competitor is.
- Use tickets as part of your sales incentive program, offering ticket to:
 - The one who makes the most month sales.
 - The one who makes the most calls.
 - The one who retains the most business each year.
- Thank a client who just signed on to your business by giving them tickets.

Business Development

- Take an existing client to a game to encourage them to increase business opportunities.
- Reward employees with tickets if they generate a client lead.
- Use tickets for an offsite meeting at the ballpark.

Marketing and PR Department

- You are aligning yourself with Minor League Baseball, a multi billion-dollar industry. Let us put the event on for you at the ballpark.
- Use tickets to host sponsors, partners and/or clients at a game.

Consider these ways that IronPigs season ticket holders are maximizing the use of their season tickets:

Get Partners

The best thing you can do to maximize your season ticket plan is to acquire partners to share in your game plan. By having one, two or a few people share in your seats, you ensure that the tickets are used and that your season ticket payment is supplemented by having people commit – and pay – in advance. By doing this, you can make sure that your tickets can be distributed in advance of the season and that you have control over games you desire.

It's up to you how you distribute the tickets, so have FUN with it. Hold a "draft," have a dinner get-together or ask people to sign up for games or pre-packaging plans in advance. Just make it work for you.

- Potential partners for your season ticket include: Family, Friends, Co-workers/Business Associates, Members of a social organizations/ church groups/ school groups.
- Think Out of the Box and Reach Out to your Circle: Publicize at work, ask family /spouse to reach out to their circle of friends, advertise in your church bulletin.



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Tickets Make an Ideal Surprise Gift

Give tickets for Birthdays, Anniversaries, in the workplace for staff/boss/co-workers.

Make Technology Work For You

The Lehigh Valley IronPigs are sports industry leaders in providing season ticket holders with innovative technology to support their Ticketing needs. Take advantage of the online account management and ticket emailing capabilities.

These are all ways IronPigs season ticket holders can maximize their season tickets. Please contact your Personal Service Manager for more suggestions on how to tailor these suggestions for your specific situation.