



**PI SIGMA EPSILON**  
Miami University



**Project Type:** Sales  
**Industry:** Sports  
**Client:** Cincinnati Reds

### **Business Challenge**

PSE Miami teamed up with the Cincinnati Reds to create a special ticket package for Miami students, “testing the waters” for a potential Miami Social Organizations Night put on by the Reds going forward. The ticket package included different prices, different seating areas, special food discounts, as well as busing to and from the stadium. The timeline for the project was 15 days.

### **Our Work**

With such a short timeline, the project planning and execution had to be fast and effective. The project team began by generating a list of student groups on Miami’s campus who might be interested, specifically targeting Greek Life. Emails were sent to presidents, brotherhood/sisterhood event chairs, and friends of the team in various chapters laying out the different package deals available for the two game dates selected. The team also researched busing companies and compared prices that would fit into different packages depending on the number of people interested. Finally, the team worked to close sales by following up with interested individuals and converting verbal confirmations into actual tickets sold.

### **Our Impact**

The Cincinnati Reds were very impressed with the amount of tickets PSE Miami managed to sell in such a short amount of time. As a result of this project, the Reds now partner with PSE Miami each spring for a sales-related opportunity. PSE Miami was able to sell over 400 tickets the subsequent year due to an extended timeframe.