

PCI

**PRO CHALLENGE, INC.
ATTENDANCE SUPPORT & TICKET SALES**

PRO CHALLENGE INC.

We Put Fans In Seats!

- **Pro Challenge Inc (PCI) is an event marketing company specializing in ticket sales and event attendance support.**
- **PCI's mission is to maximize the seating capacity and ticket revenues for contracted events.**
- **PCI staff supports contracted events presentations, promotional distribution, and the overall organization and planning phases for ticket sales and attendance support.**

PCI

ABOUT US

➤ **Over 20 years of Management and Operational Experience.**

➤ **Areas of Focus Include:**

- ✓ **Customer Service**
- ✓ **Personnel Management**
- ✓ **Policy Management**
- ✓ **Project Management**
- ✓ **Budget Management**
- ✓ **Event Management**



➤ **Initiated and Directed Projects with the Following Organizations:**

- | | | |
|---------------|----------------------------|---|
| ✓ NBA | ✓ CISL | ✓ Women's National Soccer Team |
| ✓ AFL | ✓ WISL | ✓ WCL (World Combat League) |
| ✓ NFL | ✓ NCAA | ✓ Breeder's Cup |
| ✓ MISL | ✓ US Olympic Trials | ✓ World Thoroughbred Championships |

PCI

EVENTS

- ✓ TICKETCITY BOWL 2011, 2012
- ✓ DALLAS CUP XXX, XXXI, XXXII. XXXIII
- ✓ USA RUGBY COLLEGE PREMIER DIVISION
- ✓ LONE STAR PARK HORSE RACING
- ✓ SEALIFE AQUARIUM GRAPEVINE
- ✓ LEGOLAND DISCOVERY CENTER
- ✓ SUPER BOWL XLV COUNTDOWN LIVE FROM COWBOYS STADIUM
- ✓ JO DEE MESSINA & JOHN MICHAEL MONTGOMERY CONCERT
- ✓ PRO BULL RIDERS (PBR)
- ✓ DALLAS SYMPHONY ORCHESTRA
- ✓ BIG D SPORTS
- ✓ DFWRUNS 5K & 10K EVENTS
- ✓ PIZZA HUT PARK/ FC DALLAS
- ✓ DALLAS MAVERICKS (NBA)
- ✓ FRISCO ROUGHRIDERS
- ✓ GRAND PRAIRIE AIRHOGS
- ✓ EMERALD CITY'S ROCK THE 10 NEW YEAR'S EVE PARTY
- ✓ TEXAS LONGHORNS VS. NORTH CAROLING TARHEELS (NCAA BASKETBALL)
- ✓ DALLAS SIDEKICKS CAMPS
- ✓ TOM LANDRY CLASSIC FOOTBALL GAME
- ✓ WORLD FOOTBALL CHALLENGE- CHELSEA VS. CLUB AMERICA
- ✓ AT&T COTTON BOWL CLASSIC
- ✓ CASH AMERICA QB BOWL III
- ✓ CHUCK NORRIS WORLD COMBAT LEAGUE (WCL)
- ✓ DALLAS DESPERADOS (AFL)
- ✓ US WOMEN'S NATIONAL SOCCER GAME
- ✓ USA OLYMPIC TRIALS FOR WRESTLING, TRIATHALON & CYCLING



COMPLETE EVENT DETAILS ON
WWW.PROCHALLENGEINC.COM

PCI

TICKET SALES INITIATIVES

- ✓ TRAIN SALES REPS ON SALES PRESENTATIONS & CORRESPONDENCE
- ✓ CREATE SALES PRESENTATION APPROVED BY CLIENT
- ✓ CONTACT BY PHONE
- ✓ CONTACT BY E-MAIL
- ✓ E-BLAST PCI DATABASE & POTENTIAL/CURRENT LEADS PROVIDED BY CLIENT
- ✓ PRESENT DISCOUNT TICKET CODES APPLICABLE THROUGH TICKET SYSTEM
- ✓ DRIVE ADVANCED TICKET SALES ORDERS BY PHONE, EMAIL & ON-LINE
- ✓ CREATE TICKET ORDER FORM
- ✓ PROVIDE AUDIT OF PCI TICKET SALES



PCI

CONTACTS TO INCLUDE

- ✓ SELECT DFW SPORTS FANS
- ✓ PUBLIC & PRIVATE SCHOOLS
- ✓ DAY CARE FACILITIES
- ✓ SUMMER CAMP PROGRAMS
- ✓ SELECT SUITE HOLDERS
- ✓ CHURCH YOUTH GROUPS
- ✓ BUSINESSES
- ✓ YMCA'S
- ✓ BOY SCOUTS
- ✓ ADVENTURE GUIDES
- ✓ YOUTH SPORTS CONTACTS
- ✓ HR & WELLNESS PROGRAMS
- ✓ RETIREMENT FACILITIES
- ✓ HISPANIC BUSINESSES
- ✓ PCI DATABASE
- ✓ HOTELS
- ✓ RESTAURANTS & BARS



BOY SCOUTS OF AMERICA.



GRASS ROOTS MARKETING

- ✓ **DIRECT PROMOTIONAL DISTRIBUTION INCLUDING:**
 - ✓ **POSTERS**
 - ✓ **FLIERS**
 - ✓ **COUPONS**
 - ✓ **OTHER REQUESTED ITEMS**
- ✓ **PROVIDE AUDIT OF DISTRIBUTION IN DFW AREA**
- ✓ **DISTRIBUTIONS POINTS DETERMINED BY CLIENT**
- ✓ **ALL CODED COUPONS & POSTERS DRIVE TRAFFIC TO ONLINE TICKET SALES**
- ✓ **COUPONS MAY BE REDEEMED FOR WALKUP ON SELECTED DATES**
- ✓ **RATE CARD AVAILABLE**



PCI



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