

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



# HANDS ON SPORTS & ENTERTAINMENT

**Rob Sine - President**

T: 360.910.9960

E: [rob@handsonsports.net](mailto:rob@handsonsports.net)

**Jason Lai – Executive Vice President**

T: 917.675.2817

E: [jason@handsonsports.net](mailto:jason@handsonsports.net)



# 'Hands On'

***Why:** We believe in challenging the status quo in sports consulting and are constantly looking for ways to partner with dynamic sports organizations and venues to find new and innovative ways to achieve their revenue and performance goals. We understand that your organization is different in many ways from your competitors, and so requires a unique approach in your efforts to create the experiences that are at the core of your fan appeal and to expand your revenue opportunities. Our extensive experience allows us to bring to each situation the individualized, proven and successful strategies that will meet the specific requirements of your organization and eliminate "Hope" as a strategy for meeting your goals.*

***How:** Our executives work 'Hands On' in market with owners and management to either startup or turnaround their organization. To achieve this, our team blends in with a front office staff and connects with customers.*

***What:** Our team brings over 45 years of industry wide experience in ticket sales, sponsorship sales, digital media, brand marketing and advertising on the team, league, event and agency side.*

**Clients include over 100 members of the following leagues and associations:**



# Hands On Sports 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 and sponsorship 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 packages 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 ups & turnarounds" and utilizing his expertise in group ticket sales has 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 \$15 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 onto Ft. Worth, TX and the WPHL (now CHL), he was named "League Marketing and Sales Executive of the Year" in 1999 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 ticket sales departments for three NBA teams: Milwaukee Bucks, Seattle SuperSonics and Portland Trail Blazers. His departments excelled and set franchise records with an average 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 in group ticket sales each year.

## **Executive Vice President - Jason Lai**



As executive vice president of Hands On Sports & Entertainment, Jason brings over 12 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. Throughout Jason's tenure in sports 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 leads our team in the strategy and analytics of our client's ticket pricing, sponsorship evaluation, marketing effectiveness and yield management.

Prior to Hands On Sports, 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. During Jason's tenure with the NHL, his team directly impacted sponsorship revenue by generating over \$350 million dollars in league wide sponsorship sales. With the NBA, Jason's efforts directly impacted the financial success of the relocation of several NBA D-League teams, expansion markets for the WNBA, and the relocation of the New Orleans Hornets to Oklahoma City (OKC) after hurricane Katrina. Jason's ability to adapt in-market and customize sales strategies led to over \$40 million in new ticket revenue along with over \$12 million in sponsorship revenue while in OKC.



# Scope of Products

## **1. Franchise Turnaround & Startup's:**

Our executives blend seamlessly inside your organization to assume 'hands on' key revenue generating positions and to build a foundation of industry wide best practices. Our engagement with your organization is based on a timeline of 2-24+ months and is customized around your new revenue goals.

## **2. NCAA Ticket Sales Rights:**

We provide the stabilizing force for an NCAA institution to start their in-house ticket sales department. For a one – three year term, we provide the start up expertise for an on campus, full-time, dedicated ticket sales staff to maximize marketplace opportunities. Allow us to build the staff, provide leadership with sales cycles and campaigns and to show real time results.

## **3. Sponsorship Sales Development & Summits:**

Today, more properties are turning to sponsor summits to aid in the in the sponsorship process. Sponsor Summits have been used to connect with prospective sponsors, to move deals along in the sales process as well as to help in the renewal process. Because of time constraints, financial constraints, and the desire to truly open up lines of communication, properties have increasingly turned to third party partners to build and activate sponsors summits.

## **4. Ticket Sales Training & Summits:**

A customized, highly energized & fresh approach to teaching your management, sales staff and service team. This multi-day seminar focuses on enhancing ticket and sponsorship sales now and in the future and is a great fit for both rookie and veteran sales and service executives alike.



# Ticket Sales Training Testimonials

“Over my years of selling group tickets 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....your expertise and feedback provided each account executive with clear feedback on areas of development as well as best practices. I highly recommend your training to other organizations who are looking to not only develop a team that wants to be successful, but develop their people to make them a success.”



**-Bobby Phillips**  
**Director Ticket Sales & Service**  
**Atlanta Dream**  
**(WNBA)**

“Rob's approach to Group Sales was very impactful to our efforts. The reps were able to take what they learned and make an immediate impact on the phones and in appointments. With Rob's training I was able to show an instant return on investment.”



**-Ben Milsom**  
**Director of Ticket Sales**  
**Tampa Bay Buccaneers**  
**(NFL)**

“Rob is one of the most knowledgeable group sales experts in the sport industry. His approach and techniques have been tested and proven in a variety of locations and market conditions and the results have always been the same – improved performance and revenue levels.”



**-Bill Sutton**  
**Principal**  
**Bill Sutton & Associates**

“Having been through training seminars with a variety of ticket sales training professionals, I found Hands on Sports and Entertainment to be very refreshing. Rob has a way of encouraging conversation by applying the concept that there are no wrong answers. He demonstrated that there are definitely some very intriguing ways to approach cold calls, work your way to the decision maker, and maximize the number of tickets sold to each client. For these reasons I highly recommend HOS for all of your group ticket sales training needs.”



**-Nathan Schandl**  
**Sr. Group Sales Executive**  
**St. Louis Rams**  
**(NFL)**



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



HANDS ON SPORTS &  
ENTERTAINMENT

# Summary

In today's competitive landscape for the entertainment dollar, the fastest way to generate ticket buyers and sponsorship 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, sponsorships and eliminate "hope" as your current 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 today!**

[www.handsonsports.net](http://www.handsonsports.net)