

Memo from Jon Spoelstra and Steve DeLay

Step Two in the Renewal Mailing Calendar

In Chapter 17 of Strategy & Tactics, we walked through a step by step of the renewal mailings strategy. If you're at 90+% after the first mailing and a round of phone calls, break open the champagne! However, most teams aren't at that level. That's when Renewal Letter #2 comes in to play.

In your second letter, you want to make the season ticket holder feel like they matter to you. After all, they may have missed the first letter, been out of town for a while or just plain forgot to renew. You don't want to just send an impersonal form letter canceling their seats.

In the second renewal letter, we politely remind them that they missed the deadline. We'll give them a couple more weeks to renew and also remind them of all the terrific things that are going to happen next season. This letter is quite as long and detailed as the first letter. It's a little more direct and to the point.

Send it out on a Friday and then give the season ticketholder two weeks to renew. This letter should of course be followed up with courtesy phone calls from your sales or customer service staff. You should see a boost of 10-15% more from the second renewal letter.

<Date>

<Title> <First> <Last>

<Company>

<Address>

<City>, <State> <Zip>

Dear <Title> <Last>,

OUR VERSION OF OVERTIME

The game clock has run down.

I'm referring to, of course, the renewal deadline for your Frisco RoughRiders tickets.

The deadline was last Friday, November 9. You are, however, important to us. So, we're extending your renewal date. Your new deadline for renewing your Frisco RoughRiders tickets is Friday, November 30th.

With this extended overtime period, ***you have choices***. The last choice is, in our opinion, the least desirable, but it is a choice. Here are your choices:

- **You can renew your current season tickets.** (This would be terrific. We enjoy you having fun at our games.)
- **You can change your plan to better fit your needs.** (Just call your Corporate Marketing Manager listed on your invoice. He can help.)
- **You add on additional seats. Or you can subtract seats.** (If you want to have more or fewer tickets in your plan, we can do that.)
- **You can request a seat location change.** (This is, of course, based on availability.)
- **You don't have to renew.** (As I said, this is the least desirable. I'm assuming you did have fun at our games. If you did, then you should renew. If you did have fun, but needed a different ticket package, you should call us to fix you up with a plan that works better for you.)

As I mentioned in my first letter, we're improving the Founders Membership experience in two ways:

1. **A better buffet.** We're upgrading our buffet in the First Horizon Club. This better buffet, an expanded salad with plenty of choices. This will be particularly good for those warm summer nights. We'll also have a nice array of cheese and fruits, including my summer favorite watermelon.

2. **A dessert bar.** We have some fine desserts in the Founders areas, but I felt that we needed a better selection. Like a chocolate sundae. Or a good old-fashioned Dr Pepper float. Well, we're converting the Sports Den, which is the smallest Founders Club, to a dessert bar. After you have dinner—remember it will be a much improved buffet—you can take a few steps to our dessert bar. The dessert bar is air conditioned and our servings are guaranteed to make you even cooler.

We work hard to make the Frisco RoughRiders work for you. If we have to tweak your plan, let us tweak it together. If your plan works for you as it is, then take advantage of this 'Overtime' period to renew today.

Sincerely,

Scott Sonju
President, Frisco RoughRiders

P.S. Remember, your Overtime Renewal deadline is **Friday, November 30th**. After that, we'll make your tickets available to the folks on our Founders Club wait list.