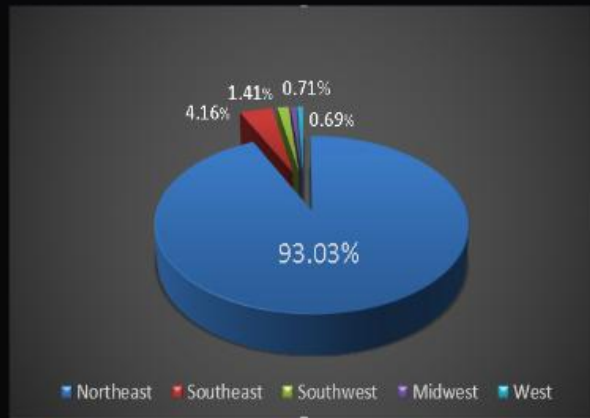


Pennsylvania Ballet



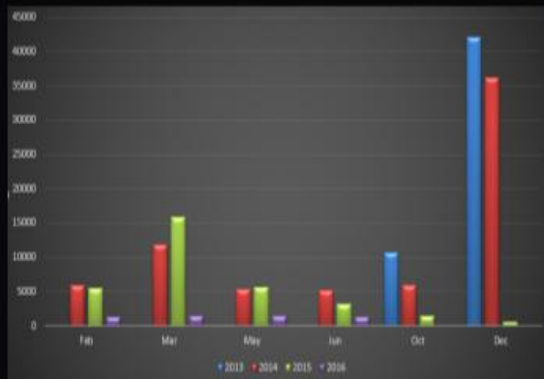
A premier ballet company in the U.S. is facing decreasing sponsorship, ticket sales and aging customers.....



Percentage of tickets



The Northeast region dominates in ticket sales. Our advertising budget can be spent in other regions.



Fundraising

Based on number of ticket sold in the past, the best time to increase fundraising is in October and December. During the 'time of giving'.



Where to Split Up Budget

Awareness	Expanding	Advertising	Promotions
Continue to create awareness during off months	Increase number of shows in other regions	Increase advertising for shows with low attendance	Increasing promotions can lead to a larger demographic.

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