

Sales Lead Generation: Summerfest



The largest music festival in the world comes to life each year on the Milwaukee lakefront. A million or more people gather to enjoy the summer sun, listen to music, eat a variety of foods and generally unwind.

Many of the admission tickets to this world-class event are pre-sold to businesses through direct marketing with the help of MDM.

Extensive tests and measurements each year revealed the markets and methods to most successfully sell the tickets. A series of mailers with telemarketing follow up, brought in the sales.

Over the years, sales increased by 700%.

Tickets are sold under the name of the "The V.I.P. Business Club". Revenue from the Club is now a major source of sales and pre-event income to Summerfest.

Please call **262-789-2240** for details.



MILWAUKEE DIRECT MARKETING, INC.