

# STREET & SMITH'S SportsBusiness JOURNAL®

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## Coast to Coast

### The Muhammad Ali Center has interactive displays and nearly a dozen theaters.

educational center incorporates 10 theaters and numerous interactive displays. Sen. Mitch McConnell, R-Ky., said that although Ali is revered around the world, "Louisville loved him first."

up for grabs included a life-sized cutout of 1890s Oriole star Wilbert Robinson. Also for sale were photos of baseball icon Babe Ruth and a photo of Jim Palmer devouring a stack of pancakes — his pregame ritual during his Hall of Fame pitching career.

### BOSTON

#### Celtics view real-time seat sales

The Boston Celtics are using technology from StratBridge to increase attendance and revenue for home games at the TD Banknorth Garden. StratBridge.net provides Celtics sales executives the ability to monitor the pulse of consumer demand through the real-time display of sold and available seating in the entire arena. This allows the team to develop promotions and sales strategies on the fly to fill seats, as well as conduct revenue analyses based on

### CLEVELAND

#### Fans express their love for Cavs

Fans attending home Cavaliers games on Nov. 18 and 22 were invited to stop by the Progressive Direct booth at Quicken Loans Arena to prove it doesn't take acting ability to express their sincere love for the Cavs. All they had to do was look into the camera and say what they felt. The video shot at the Nov. 18 game will be edited into a 30-second commercial spot

sales trends.

### CINCINNATI

#### Symposium to gauge hockey interest

The Cincinnati RailRaiders of the American Hockey League will host a symposium on Nov. 29 called "Business of Sports: Hockey." ESPN hockey analyst Barry Melrose will be the keynote speaker. The RailRaiders arranged the event as a networking opportunity for people and businesses interested in supporting Cincinnati pro hockey.

### DALLAS

#### Ticket lottery packed MLS Cup

A first-of-its-kind ticket lottery helped Major League Soccer sell out the 20,453 seats for MLS Cup 2005 at Pizza Hut Park in Frisco, Texas. Launched at the end of September, a few weeks before tickets became available to the public Oct. 15, the lottery offered the best seats to people who registered online.

#### Book details skeleton revival

A Dallas oil executive has written a book chronicling his successful effort to restore the obscure winter sport of skeleton to the Olympics in 2002 after a 54-year absence. Robie Vaughn's "Headfirst: The Olympic Success Story of Skeleton," will be published in January by Brown Books. Participants in the sport ride head-first on sleds down icy tracks at speeds up to 80 mph.

#### Mavs owner pushing cards

Dallas Mavericks owner Mark Cuban will be featured in a "got milk?"-style ad campaign for Dallas-based Beckett Media to promote trading cards.

