



ONLINE TICKETING CIF-SS & GoFan

ATHLETIC ADMINISTRATOR SUMMIT, OCTOBER 15, 2018

MITCH CARTY, Chief Financial Officer, CIF-SS

HUDDLE GoFan PARTNERSHIP

- 2017

- CIF Southern Sections enters partnership
- Utilized Huddle Tickets for ALL events
- Implemented online ticket availability for ALL CIF-SS "hosted" events
- Sold just under 9,000 tickets (General ONLY)

- 2018

- CIF Southern Section expand to General & Student tickets for ALL "hosted" events
- Expand awareness of GoFan product for member schools

WHY SELL TICKETS ONLINE?

- **FAN BASE DEMAND**

- In today's digital age, convenience is EVERYTHING

- **REDUCED OFFICE STAFF LABOR**

- School business office time

- **REDUCED LINES AT EVENTS**

- Why wait in line when you can pay in advance and then walk right in?

- **LESS LIABILITY ON GAME DAY**

- Cash management

- **ACCOUNTING SIMPLICITY FOLLOWING**

- Less start-up, counting, banking & transport

WHAT EQUIPMENT DO I NEED?

- **A COMPUTER FOR STAFF TO ENTER EVENTS INTO GoFan PORTAL**
 - Once you have account access...
 - Set up events (ticket types/prices, venue, timing, capacities, event links, etc.)
 - Manage sales prior to event (view purchased tickets)
- **A LAPTOP/TABLET AT EVENTS FOR EVENT STAFF**
 - Simply to check tickets redeemed INCORRECTLY

WAIT...NO SCANNERS?

- **SCANNERS ARE OPTIONAL...
BUT NOT NECESSARY**
 - Patrons simply present ticket on mobile device
 - Ticket taker simply verifies correct event and validates ticket on patron's mobile device
 - Example will be shown later in presentation

FAN SIDE

<http://gofan.co>

EVENT SUMMARY



CIF - Southern Section

10932 Pine Street, Los Alamitos CA, 90720

Time: Dec 2, 2017 7:30 PM
Type: Football
Event: Mater Dei Monarchs vs St. John Bosco Braves
Event ID: 13140
School ID: CIFSS
Disclaimer: This is a preliminary Event Summary.
Please allow 3-5 business days for payment processing.

Contact:

SALES

GOFAN (DIGITAL)

TYPE	PRICE	QTY	SALES
Mater Dei	\$12.00	2,276	\$27,312.00
St. John Bosco	\$12.00	1,367	\$16,404.00
General Admission	\$12.00	33	\$396.00
TOTAL:		3,676	\$44,112.00

Total Tickets: 3,676

Total Sales \$44,112.00

CONTACT GoFan



EXPERIENCE BETTER



**COMPLETELY
FREE**



**INCREASE
TICKET SALES**



**FASTER AND SAFER
TICKET GATES**



**FULLY
CUSTOMIZED**



NO HARDWARE



NO COST



NO WIFI



NO HASSLE

HUDDLETICKETS.COM/GOFAN | 678-218-0909 | INFO@GOFAN.CO



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