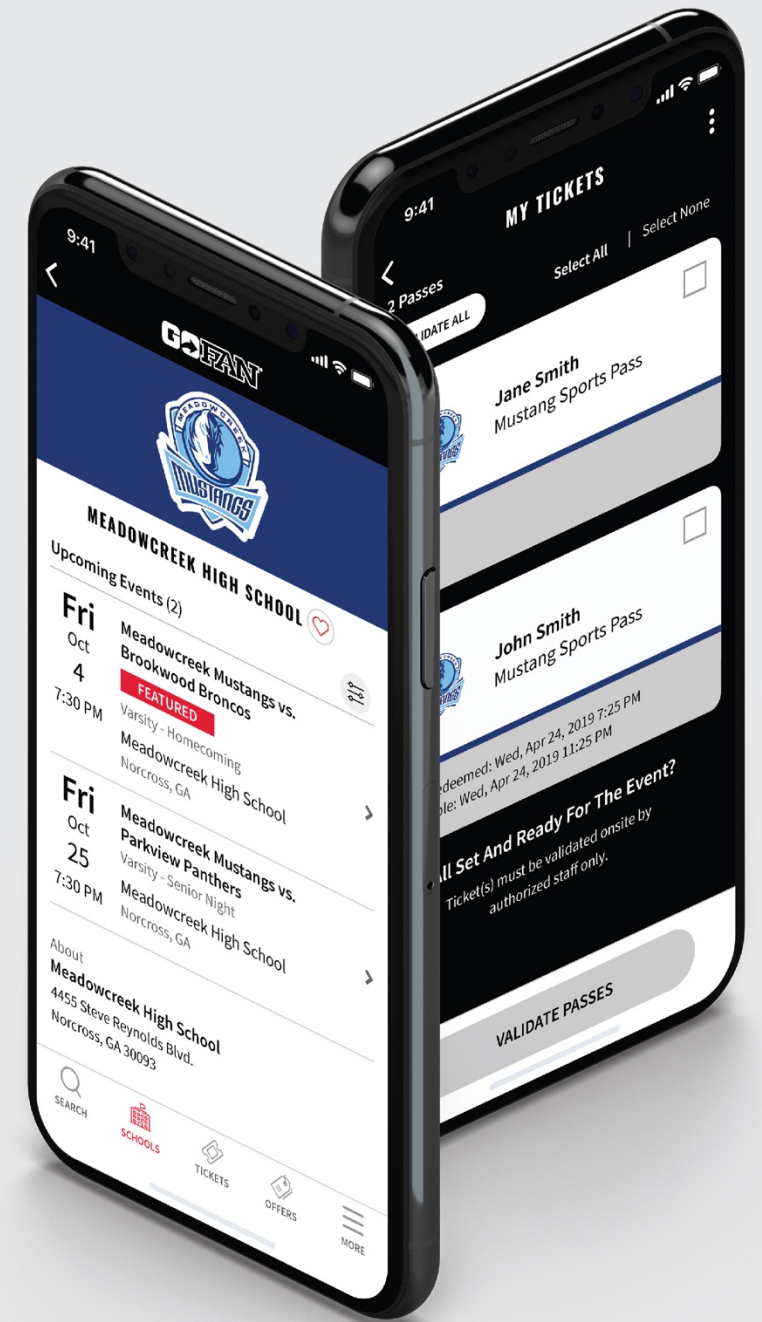
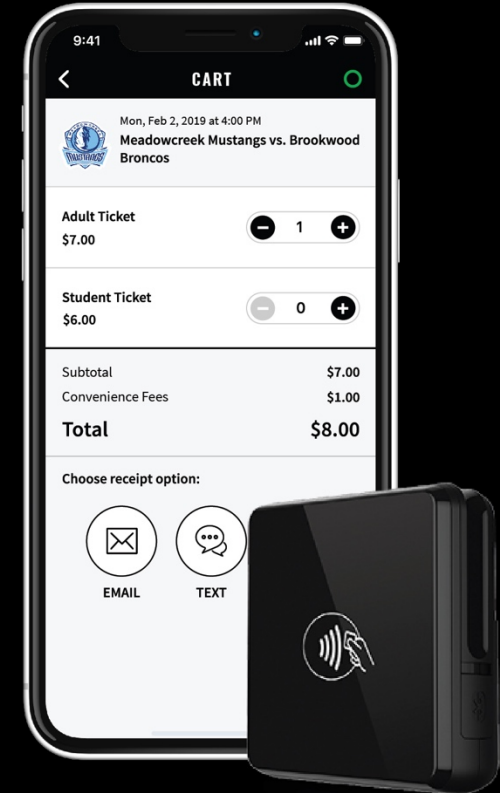
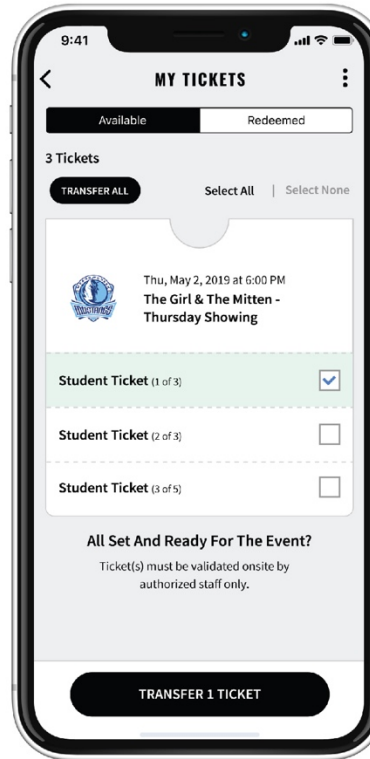
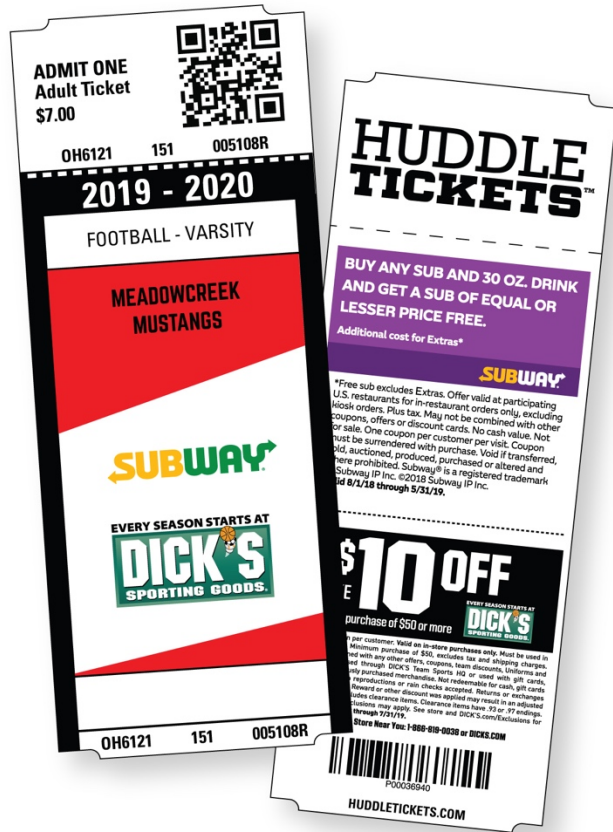


MOBILE FIRST APPROACH TO EVENT TICKETING



GO FAN
BOX OFFICE



**13M FREE
TICKETS IN
PAST 3 YEARS**

**250+ SCHOOLS
IN CALIFORNIA**

**NEW IN
2019**

SALES

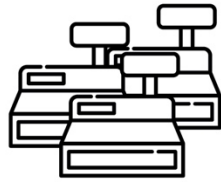
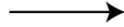


RECONCILIATION

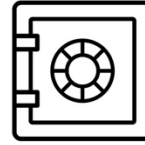
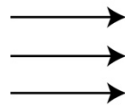




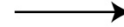
CASH
AS CHANGE



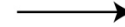
MULTIPLE CASH
BOXES & REPORTS



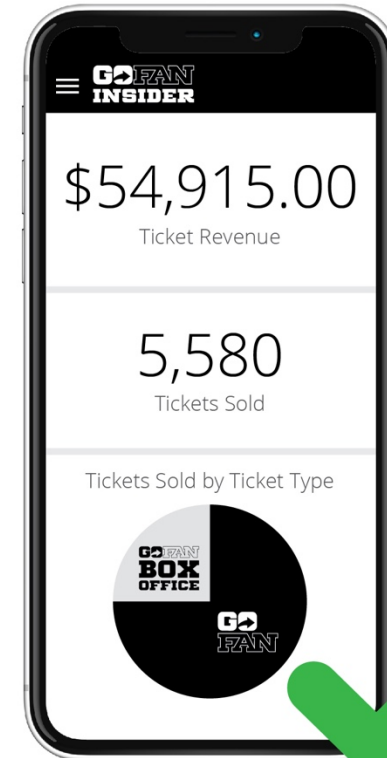
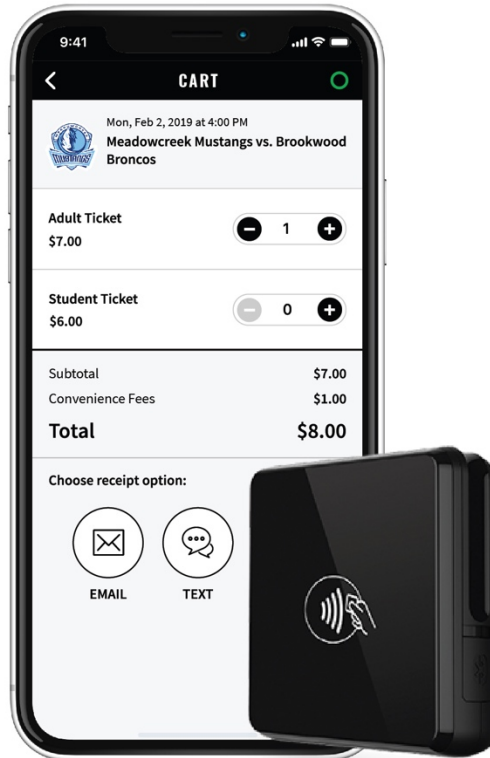
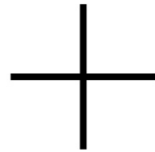
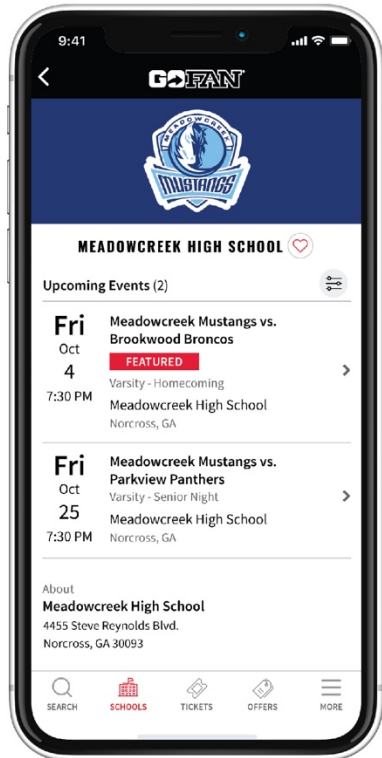
CASH
TO SAFE



MANUAL
RECONCILIATION



CASH
DEPOSIT



CASE STUDY | CARD & MOBILE PAYMENT ONLY



MILTON EAGLES VS. ALPHARETTA RAIDERS

AUGUST 29, 2019 | 7:30 PM
@MILTON HIGH SCHOOL

3,930
TICKETS SOLD

GOFAN (ONLINE): 3,076
GOFAN BOX OFFICE: 234
PARKING: 620

\$52,750 TOTAL
TICKET
SALES

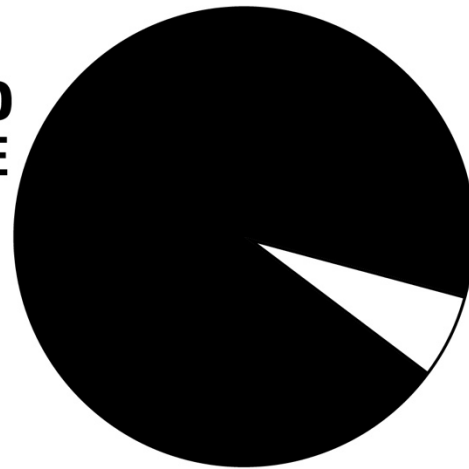
283% YOY GOFAN SALES

100%
ACCURATE RECONCILIATION



TICKET DISTRIBUTION

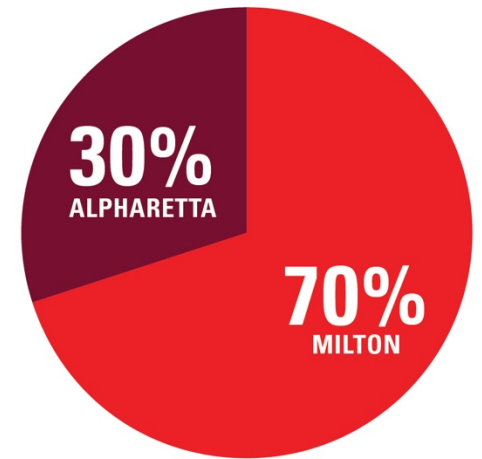
94%
ONLINE



6%
BOX
OFFICE

- ✓ 0% CASH SALES
- ✓ INSIGHTFUL EVENT PLANNING

FAN INSIGHTS



- ✓ AUTOMATED EMAIL MARKETING
- ✓ DIRECT EVENT COMMUNICATION

EVENT MANAGEMENT ADVANTAGES



NO CASH ON
HAND AT EVENT



REDUCED EVENT
STAFF



ELIMINATED
CASH LINES

FAN PERSONAS

FAMILY



ATTEND EVERY
HOME/AWAY GAME

SIT IN SIMILAR SEATS

FOLLOWS SCHOOL PROCEDURES

FAMILY EVENT

EASY TO MARKET



STUDENT



ATTEND MOST HOME EVENTS

SIT/STAND IN SOCIAL "SCENE"

DESIRES TO USE PHONE

PARENTS MAY BUY TICKETS

EASY TO MARKET



LONG-TIME FAN



ATTENDS MOST HOME GAMES

SITS IN SAME SEAT

DESIRES THE "OLD WAY"



COMMUNITY



ATTENDS BIG GAMES

UNAWARE OF
SCHEDULE/PROCEDURE

CONFLICTING INTERESTS

DESIRES CONVENIENCE

MARKETING OPPORTUNITY

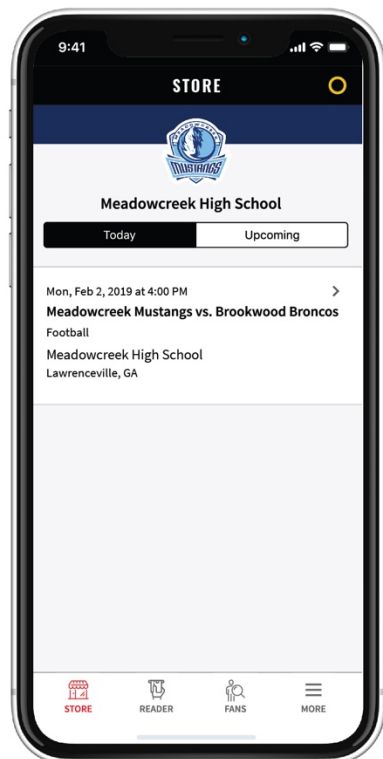


**2.1 TICKETS/
TRANSACTION**

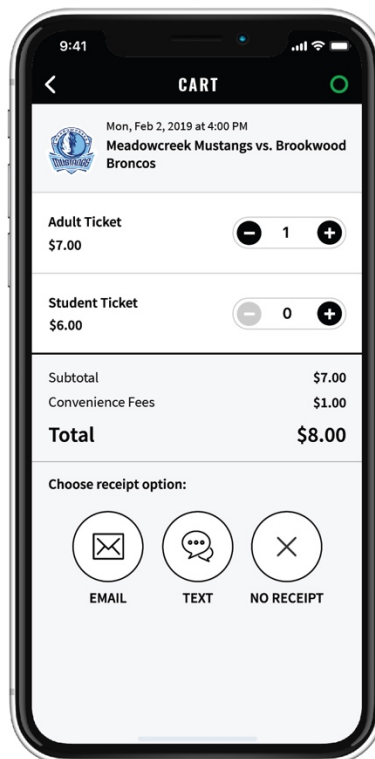
**1 OF 4 BUY AGAIN
ON GOFAN**

**50%+ BUYS
ON GAME DAY**

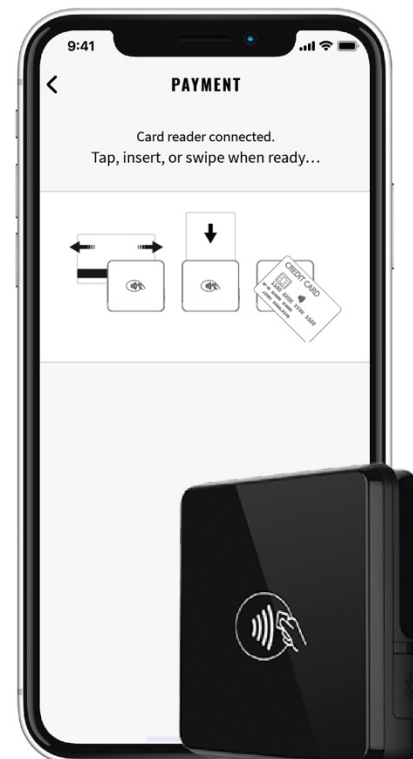
1
SELECT EVENT



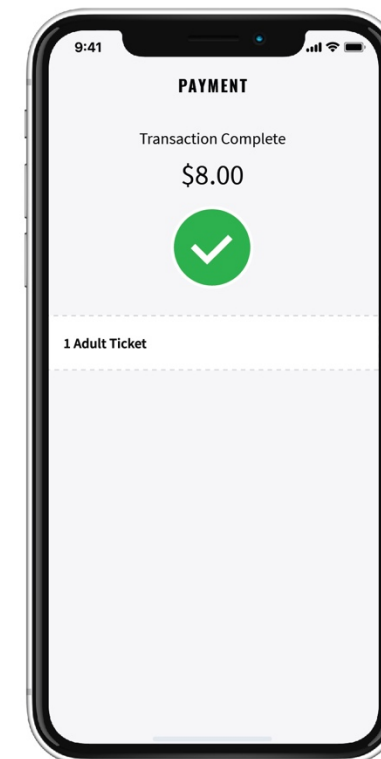
2
SELECT TICKETS



3
SWIPE CARD



4
FANS ENJOY EVENT



INTEGRATED REPORTING



EVENT PROMOTION



CHARGEBACK PROTECTION



ALL MAJOR CARDS

THE SEASON TICKET



90%

OF TOTAL TICKET SALES



70%

OF TOTAL TICKET SALES

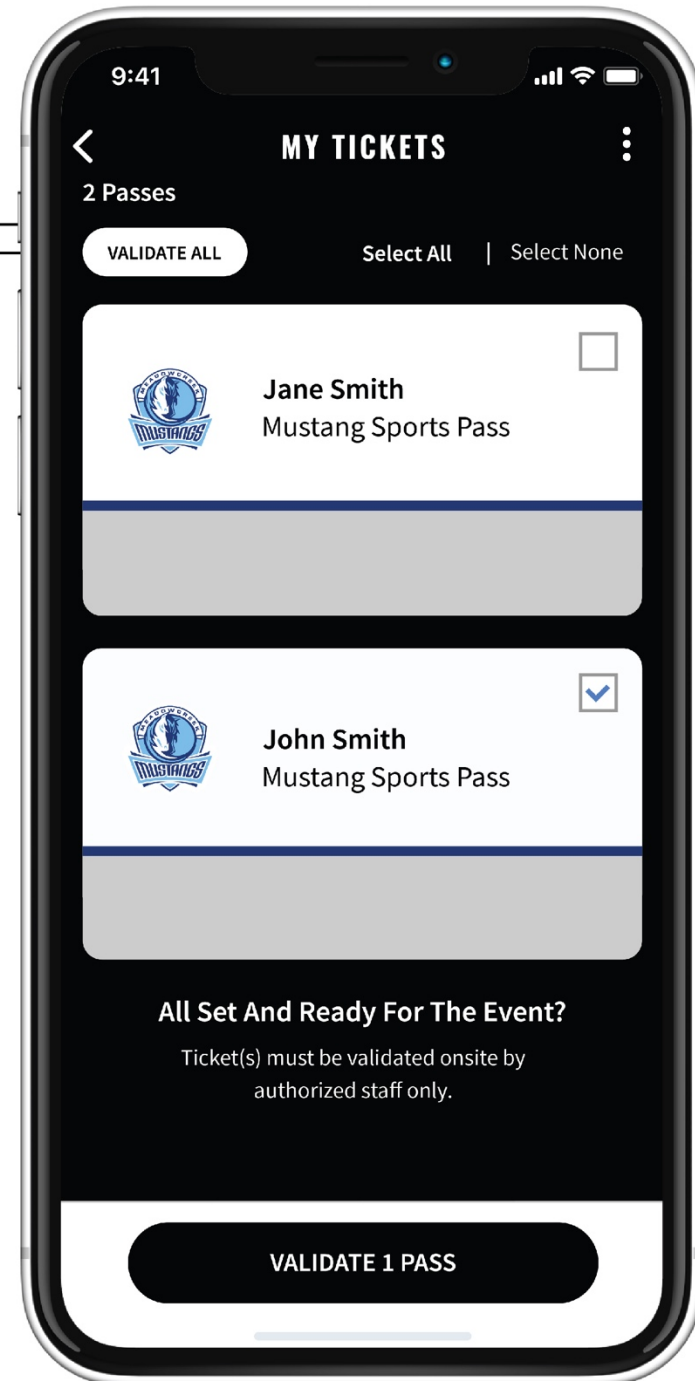
- ✓ WEATHER RESISTANT
- ✓ IMMUNE TO TEAM QUALITY
- ✓ FAN ENGAGEMENT
- ✓ PREDICTABLE RENEWALS
- ✓ SOCIETAL CONFLICTS

HIGH SCHOOL

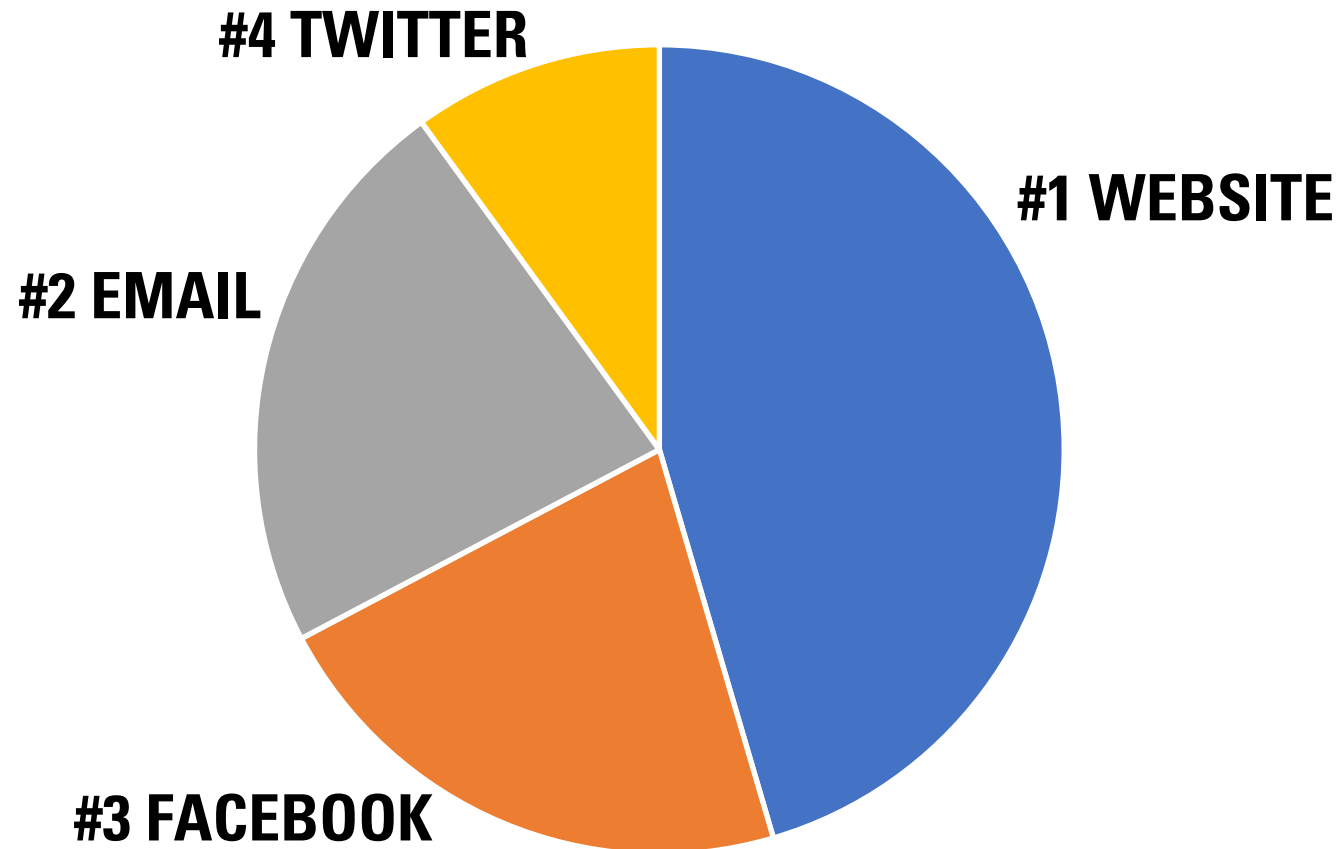
5%

OF TOTAL TICKET SALES

- ✗ WEATHER
- ✗ WINNING PERCENTAGE
- ✗ FALL BREAK



MARKETING



THE NEXT STEPS



JUSTIN PETERSEN

JPETERSEN@HUDDLEINC.COM | 408-386-7373