



**Overview:**

*An online market for customers and season ticket holders to buy and sell unused tickets. Ticket holders earn credits; venues acquire new customers and generate revenue.*

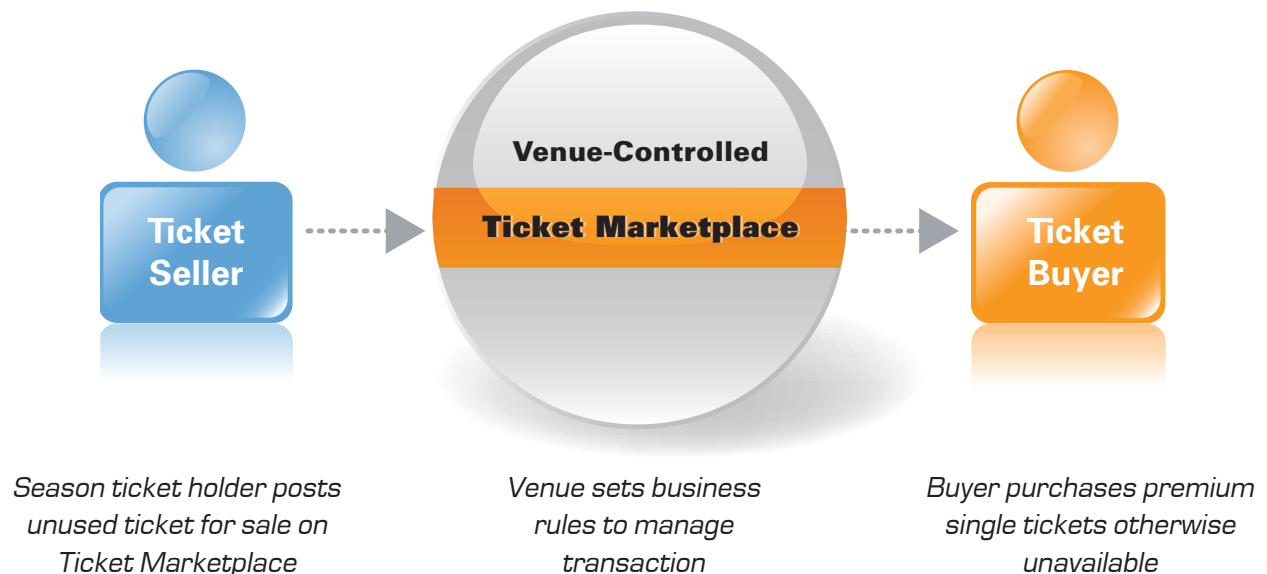
Your season ticket holders want to make every game but it's not always possible. What happens? At the last minute, they try to give away or sell their tickets. Inevitably, great seats go unused. Start filling them up with new customers.

Ticket Marketplace<sup>™</sup> gives your customers an online marketplace to easily sell their tickets, rewarding them with credit for future purchases and locking in their loyalty. You acquire new customers with little cost. This is going to be a great season!

**Features**

- » **Resell Unused Tickets:** Enable customers to sell their unused tickets, offsetting their initial investment.
- » **No Third-Party Involved:** Eliminate the need to off-load tickets to brokers or scalpers.
- » **University-Sanctioned Site:** Post tickets and find a buyer through an official site.
- » **Online Ticket Transfer:** Eliminate the need to physically transfer tickets to a friend and by-pass will call.

**How Ticket Marketplace Works**



# Benefits of Ticket Marketplace

## Venue Benefits

- » Retain season ticket holders by providing a premium, high-demand service.
- » Reduce no-shows and increase revenue from other sources (*merchandise and concessions / per caps*).
- » Acquire new customers to target for season ticket holders.
- » Capture additional transaction fees and revenues.
- » Control the resale market, and dictate the value of a resold ticket.

## Other Customer Benefits

- » Gain access to the best seats that would otherwise be unavailable.
- » Eliminate the risk of buying counterfeit tickets.
- » Enable instant fulfillment via digitally transferred tickets.
- » Eliminate waiting in line to purchase or pick up tickets.



"With digital ticketing, we're able to provide our season ticket holders, many of whom support multiple sports, the added benefit of reselling or transferring tickets. Our client partner regularly communicates industry best practices and strategies geared to our business model that helps us develop programs to achieve our goals."

Beth Megerle, Associate Athletics Director for Customer Relations Management & Ticket Sales, University of Arizona

Ticket Marketplace – *Online Ticket Resale.*  
Contact a Paciolan representative at [1.866.PACIOLAN](tel:1866PACIOLAN).

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