

## **SUMMARY REPORT from Interviews – June 2020**

### **PRICING SPORTS IN THE POST-COVID ECONOMY**

#### **Challenges: Smaller buying pool**

- No longer affordable due to corporate or personal finances impacted by COVID
- Social gatherings fear: Stadium experience and transportation
- Corporate perception that clients won't be interested, or are afraid to attend
- Belief that the secondary market will be flooded with inventory and lower prices
- Reduced regional and national ticket broker market bankrupted by COVID
- Ability to follow on TV as a safe alternative
- Replacement activities discovered during COVID shutdown

#### **Solutions: Restart the relationship to benefit the end consumer. "We work for the fans."**

- Create fan and corporate friendly ticket size packages to meet the client's needs
- Put buyback programs in place to reduce the heightened fear that seats won't be used
- Preferred pricing for the Season Ticket holder buying additional seats from your Box office
- Greater attention to variable and dynamic pricing your group tickets and box office inventory
- Price freeze for STH's, with bonus tickets to early season full capacity games
- Early season additional ticket bonus to Season Ticket holders who rolled over \$
- Price freeze with \$15-\$20 F&B credit per game for package and season buyers
- Price freeze with 120% credit applied to rollover money towards next season
- Apply a 20% F&B credit to all groups rolling over money to next season
- 2 for 1 single game credit for buyers who rollover the \$ to next season
- Guarantee money back for any future cancelled games
- Extend payment terms to 12 months

**For more information on upcoming Virtual Discussions and topics, contact Chris Kelly:**

Chris Kelly  
[chriskelly@withinscope.ca](mailto:chriskelly@withinscope.ca)  
416-770-0917