

Summary Report from Virtual Conference Calls – Spring 2020

SOLUTIONS TO SUPPORT THE CORPORATE AND INDIVIDUAL SEASON TICKET HOLDER IMPACTED BY COVID:

Challenges:

- No longer affordable due to corporate or personal finances impacted from COVID
- Unknown schedule
- Social gatherings fear: Stadium experience and transportation
- The flexibility of the secondary market becomes more appealing

Solutions: Flexibility

- Refund and/or credit option for cancelled games, based on what's best for the customer
- Pay interest to encourage fans to rollover their previous season ticket credit
- Freeze or reduce Season Ticket Holder prices for existing ticket holders
- Season Ticket holder credit for early games that STH's can't use due to a COVID concern
- Allow ticket credits to apply for merchandise, unique experiences or F&B
- Defer installation payments
- Allow Season Tickets Holders a first right to either suspend or acquire tickets for COVID reduced seating manifest
- Allow fans to retain a full season seat location with a reduced game commitment
- Create an internal partnership program to help STH's find partners to share tickets with
- Deferring payments based on the account's economic reality and tenure
- Season Ticket Holder exclusive entrance, concession and Sanitizer stations

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

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