

Summary Report from Virtual Conference Calls – Spring 2020

SOLUTIONS TO SUPPORT THE SEASON TICKET HOLDER PRODUCT IMPACTED BY COVID:

Challenges:

- Unknown schedule, attendance capacity and logistics
- Affordability due to the economic downturn
- Social gatherings fear: Stadium experience and transportation
- The ability to acquire tickets on a per-need basis from the secondary market

Solutions: Flexibility will be important to help re-launch Season Tickets post COVID

- Ability for Season Ticket Holders to earn credit for games they can't use
- Allow ticket credits to apply to merchandise, unique experiences or F&B
- Create Season Ticket holder pre-game benefits to stagger the attendance arrival
- Allow fans to apply COVID cancelled events towards VIP events, refunds or rollover
- Charity placement and tax receipts for Healthcare and First responders to use tickets
- Prepared game day autographs for Season Ticket Holders
- Virtual engagement unique to Season Ticket Holders during COVID and beyond
- Partnering up Season Ticket Holders to allow them to retain their seat location
- Allowing tenured accounts to retain a location on a short-term partial season basis
- Deferring payments based on the account's economic reality and tenure
- Season Ticket Holder unique team masks and hand sanitizer stations
- Build a Season Ticket Holder Directory to encourage fellow STH's to support each other's businesses or place of work during COVID

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

Chris Kelly

chriskelly@withinscope.ca

416-770-0917