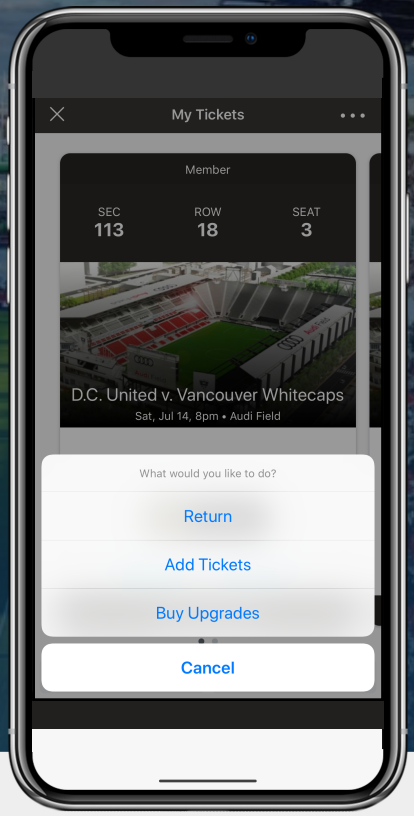
Creating Opportunity for Change

With changing season ticket holder expectations and the desire to provide greater flexibility, D.C. United used Fluid Ticket technology to provide their season ticket holders with greater control over their membership.



SITUATION

D.C. United had a new stadium to manage and a base of Season Ticket Holders who desired unique experiences and added value. Additionally, they were looking for a way to enhance their seat exchange program by strategically managing inventory in the new space.

- **Season Ticket Holders wanted more value**
- **DC United was looking to give members the opportunity to customize their membership**

SOLUTION

D.C. United gave their Season Ticket Holders the opportunity to return their tickets for games they could not attend in exchange for Fan Allocation Money (FAM).

Season Ticket Holders could use FAM at a later date towards seat upgrades, additional tickets for guests, concessions, pre-game events, merchandise, and Uber credit to name a few.

D.C. United utilized returned inventory to resell tickets on the primary market, drive additional sales through FAM, or power seat upgrades for fans.

RESULTS

$514k

In reselling returned tickets, D.C. United generated $513,753 in incremental revenue.

2X

In 2018, returned tickets that were resold had an average price 2x higher than face value.

81%

Almost half of all STHs registered to use Fluid Ticket, with 81% of registered users returning seats for credit, adding tickets, or purchasing upgrades/experiences.

$55K

After experiencing Seat Upgrades, six accounts upgraded to Contractual Premium Seats for an annual increase in revenue of $55k.

"We have been fortunate to partner and work with Experience since we moved into Audi Field, to provide our full season members the ability to fully maximize and even customize their membership through the Fluid Ticket platform. This platform gives our members the flexibility to exchange throughout the season, with the ability to use their virtual currency to upgrade, purchase additional seats and gain access to exclusive fan experiences."

\- James Armold, Vice President, Ticket Sales & Service

**Data collected from the 2018 and 2019 seasons