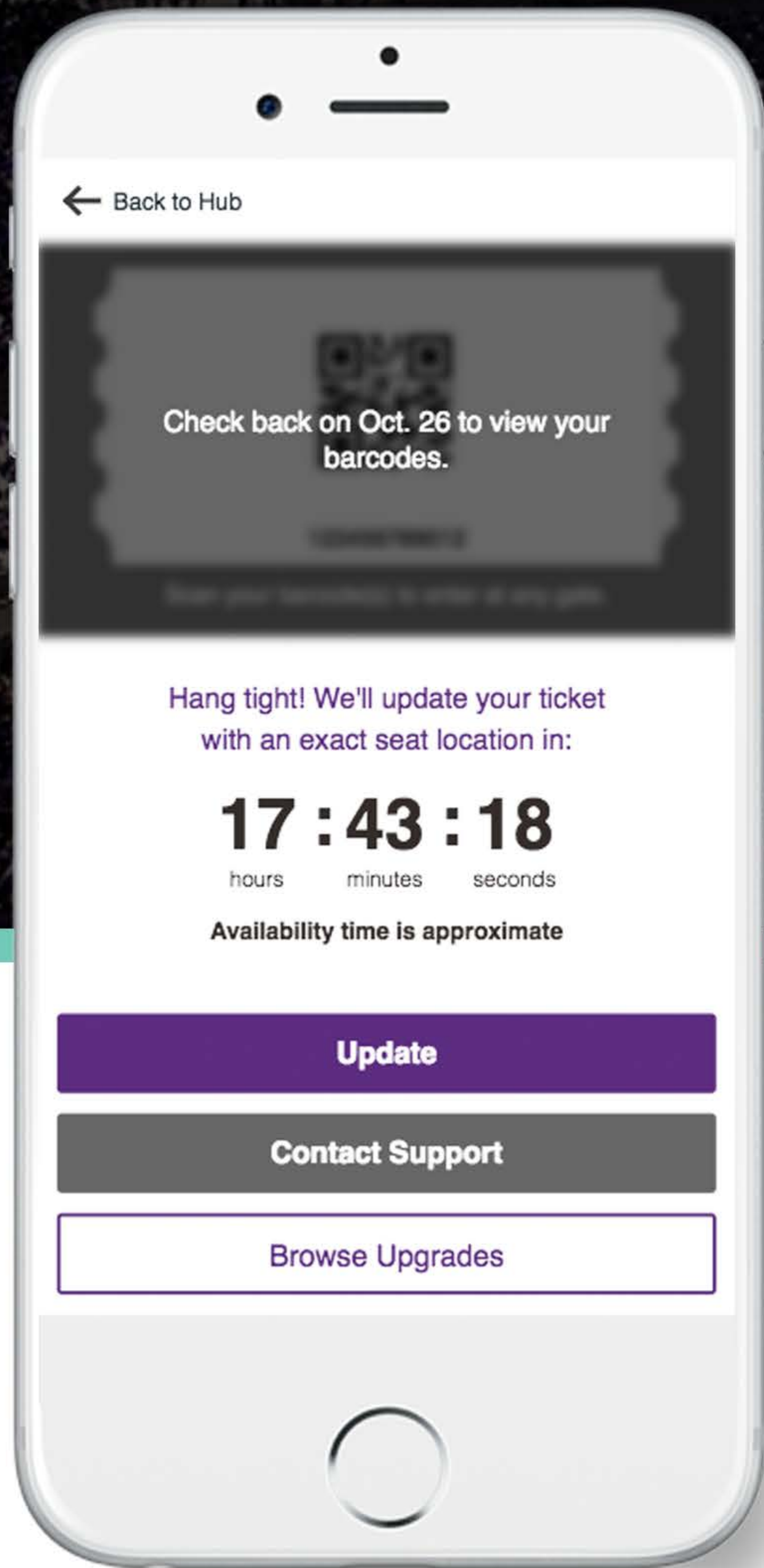




Experience Pass[®]

SACRAMENTO KINGS CASE STUDY

Capitalize on Black Friday to sell hundreds of ticket packages.



THE SITUATION

The Kings leveraged Pass technology to sell hundreds of four-game ticket plans during the Fall, and wanted to take advantage of Black Friday to move a lot of ticket packages after the New Year.

"@SacramentoKings Bought the January games pass and got a fantastic seat tonight! Thanks! #GoKings #WithinJimLesRange #RowFforFunderburke."



@AlexCalinsky



THE SOLUTION

The Kings found such success in November that they capitalized on the momentum of Black Friday to utilize Experience Pass® for five home games in January. They called it January Games Pass - fans paid \$79 and could attend as often as their schedule allowed with different seats each game.



BLACK FRIDAY SPECIALS

Deals Begin Thursday at 5:00 p.m.!
Get a sneak peek of the Black Friday specials below and go to [Kings.com/BlackFriday](https://www.sacramento-kings.com/blackfriday) at 5:00 p.m. on Thursday to take advantage of these limited-time offers. Be sure to act fast – these deals are only available until 11:59 p.m. on Friday, or while supplies last.

SEE 5 GAMES
FOR ONLY

\$79



January Games Pass
See the Kings battle the Hornets, Nuggets, Spurs, Clippers and Jazz for only \$79! With this new mobile ticket, you'll get great seats for every January home game at an amazing value. (Limited inventory available.)

- The Kings highlighted the January Games Pass in all their marketing communication.
- Fans were directed to a slick landing page to buy tickets online and access their tickets in the Kings Golden 1 Center app.
- Kings January Pass buyers could also purchase additional seat upgrades and experiences on the platform.



THE RESULTS

\$70,000

revenue from Kings Pass

365

four-game ticket plans
sold in November

550

five-game ticket plans
sold on Black Friday for January

Wanna learn more?

Experience's mobile commerce, flexible ticketing, and data solutions empower sports and entertainment leaders to generate new revenue streams, sell more tickets, and make smarter decisions. Partnering with over 350 global properties, Experience is a two-time Sports Business Award winner for Best in Sports Technology (2014), and Best in Mobile Fan Experience (2016).

www.expapp.com