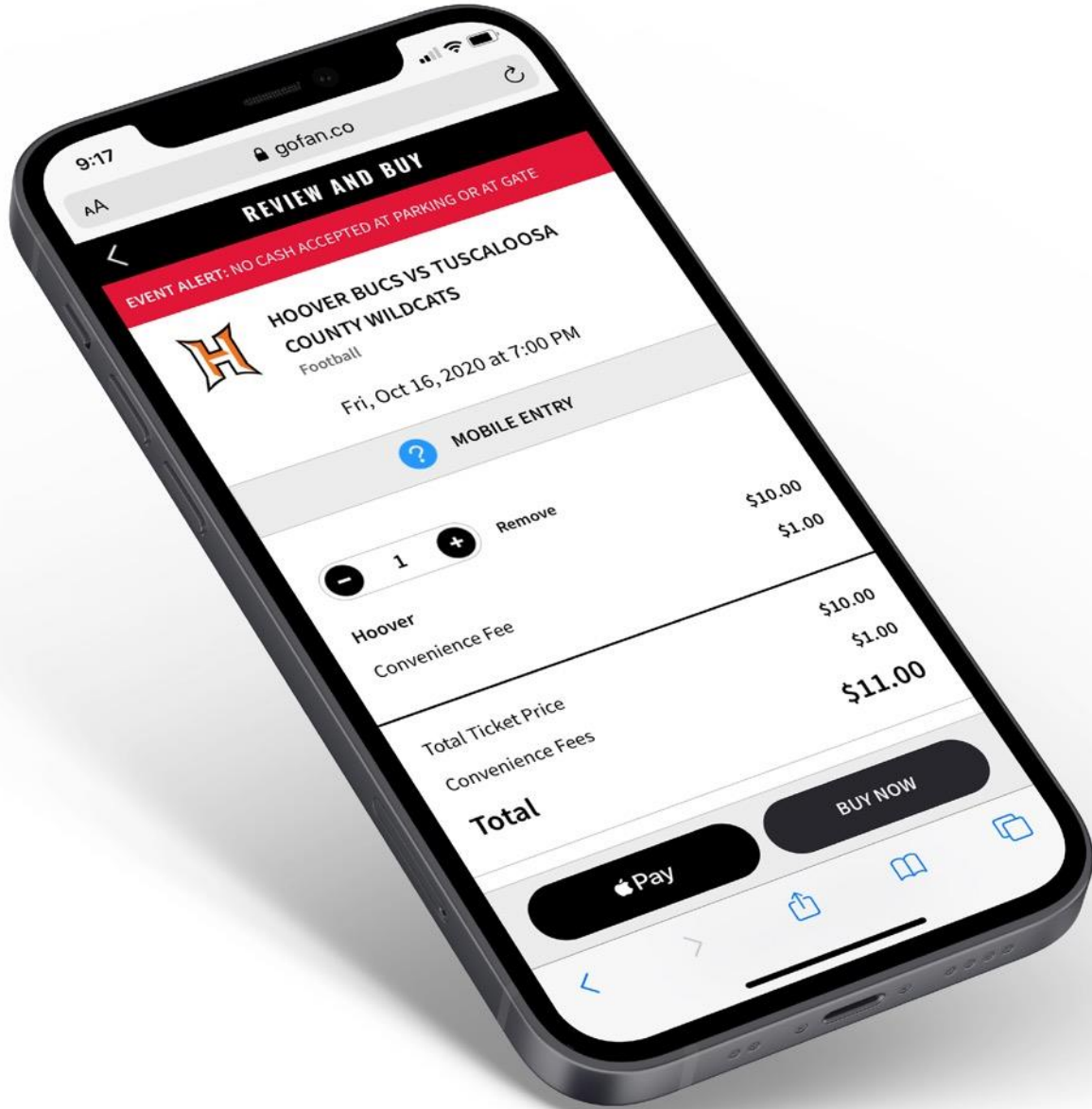


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# Fall Season Review Agenda

- **Metrics**
- **GoFan Updates**
- **Pathways to Elevate Performance**
- **Upcoming Events**



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**—**  
**METRICS**



# FALL 2021 OVERALL SALES

	Tickets Sold	Tickets Sales	Total Fans (Unique)	
Total	713,573	\$4,417,926	187,673	
Regular Season	614,119	\$3,289,471	137,522	
Post Season	99,454	\$1,128,455	50,151	

**\*\*All Results Are Unofficial Until Fall Audit is Completed**

# FALL 2021 REGULAR SEASON SNAPSHOT

Sport	Tickets Sold	Events Selling	Tickets/Event
Football	286,791	763	376
Soccer	118,083	1,329	89
Basketball	94,258	917	103
Volleyball	75,558	965	78
Cross Country	13,721	22	624
Field Hockey	11,955	70	171
Archery	5,680	19	299
Wrestling	2,446	30	82
Swimming and Diving	1,474	16	92
Track and Field	940	1	940
Bowling	782	6	130
Dance Team	752	3	251
Softball	636	9	71
Lacrosse	574	1	574
Digital Season Pass	247	3	73
Water Polo	222	1	193
<b>Totals</b>	<b>614,119</b>	<b>4,155</b>	<b>148</b>

# FALL 2021 REGULAR SEASON SNAPSHOT

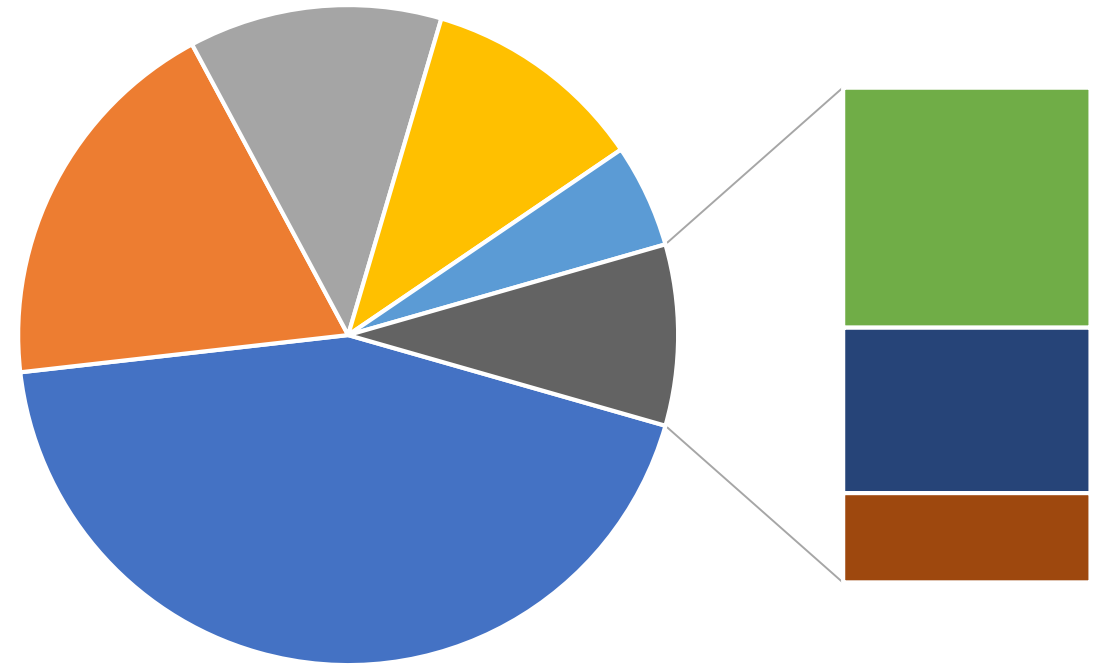
Top 10 Schools (Fall 2021)	
1. Larry A. Ryle High School	21,697
2. Woodford County High School	19,550
3. Great Crossing High School	17,184
4. Dixie Heights High School	17,038
5. Dupont Manual High School	17,016
6. Logan County High School	13,778
7. Campbell County High School	13,506
8. Simon Kenton High School	13,412
9. Nelson County High School	12,984
10. McCracken County High School	12,959

Regular Season GoFan Events Fall 2020	Regular Season GoFan Events Fall 2021	# of Schools Listing Events Fall 2021	# of Schools Listing Events Fall 2021
1,189	4,155 (+2,966)	67	110 (+43)

# 2021 FALL POST SEASON TICKET SALES

Sport	Tickets Sold	Ticket Sales	Events Selling	Tickets/Event
Football	43,531	\$539,021.00	55	791
Soccer	18,853	\$190,255.00	44	428
Cheer	12,336	\$133,182.00	11	1,121
Volleyball	10,878	\$105,461.00	34	320
Cross Country	5,044	\$60,528.00	3	1,681
Dance Team	4,275	\$45,246.00	7	611
Field Hockey	2,945	\$33,476.00	7	421
Golf	1,592	\$15,920.00	4	398
	<b>99,454</b>	<b>\$1,128,455.00</b>	<b>165</b>	<b>696</b>

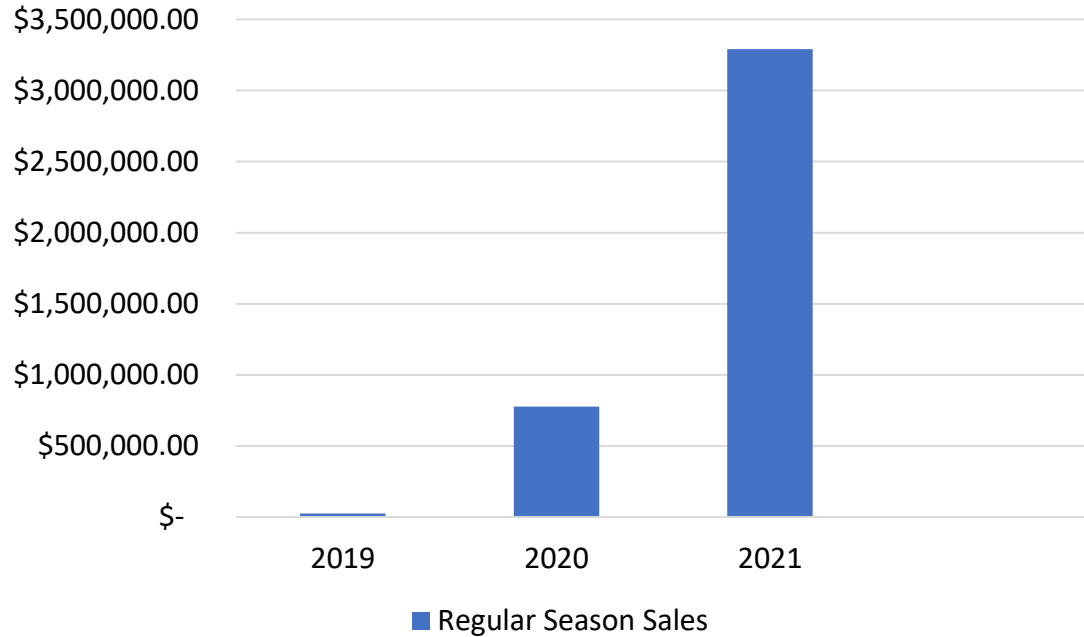
Revenue Percentage By Sport



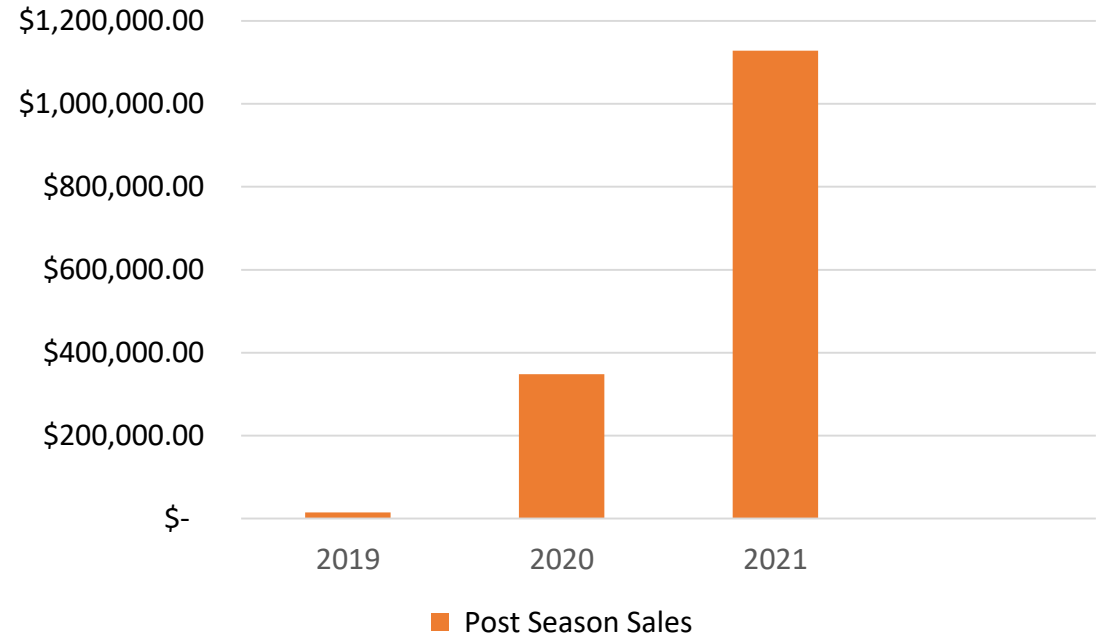
- Football
- Soccer
- Cheer
- Volleyball
- Cross Country
- Dance Team
- Field Hockey
- Golf

# YOY FALL DIGITAL TICKET SALES COMPARISONS

## Regular Season Sales 2019-2021



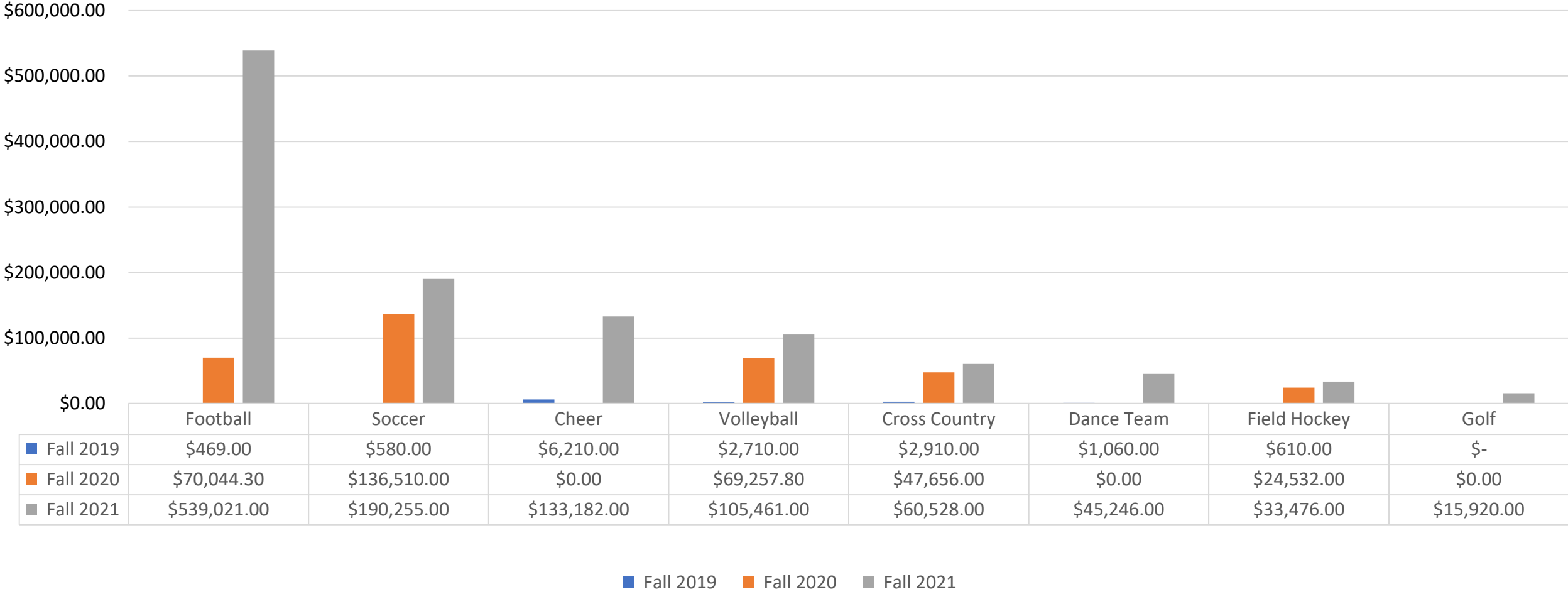
## Post Season Sale 2019-2021

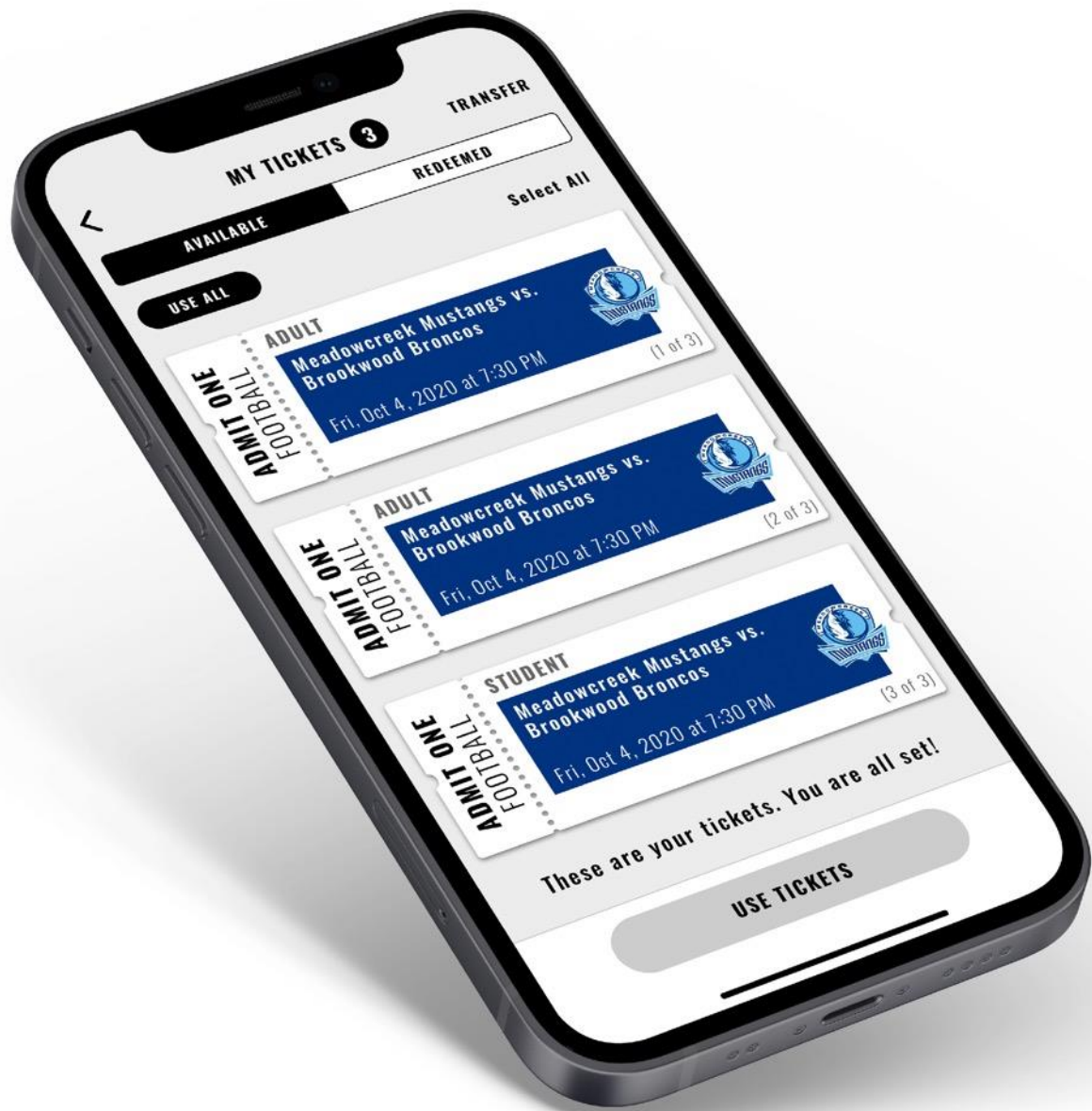



\*\*2020 results are from spring season \*\*



# YOY POST SEASON DIGITAL TICKET SALES BY SPORT





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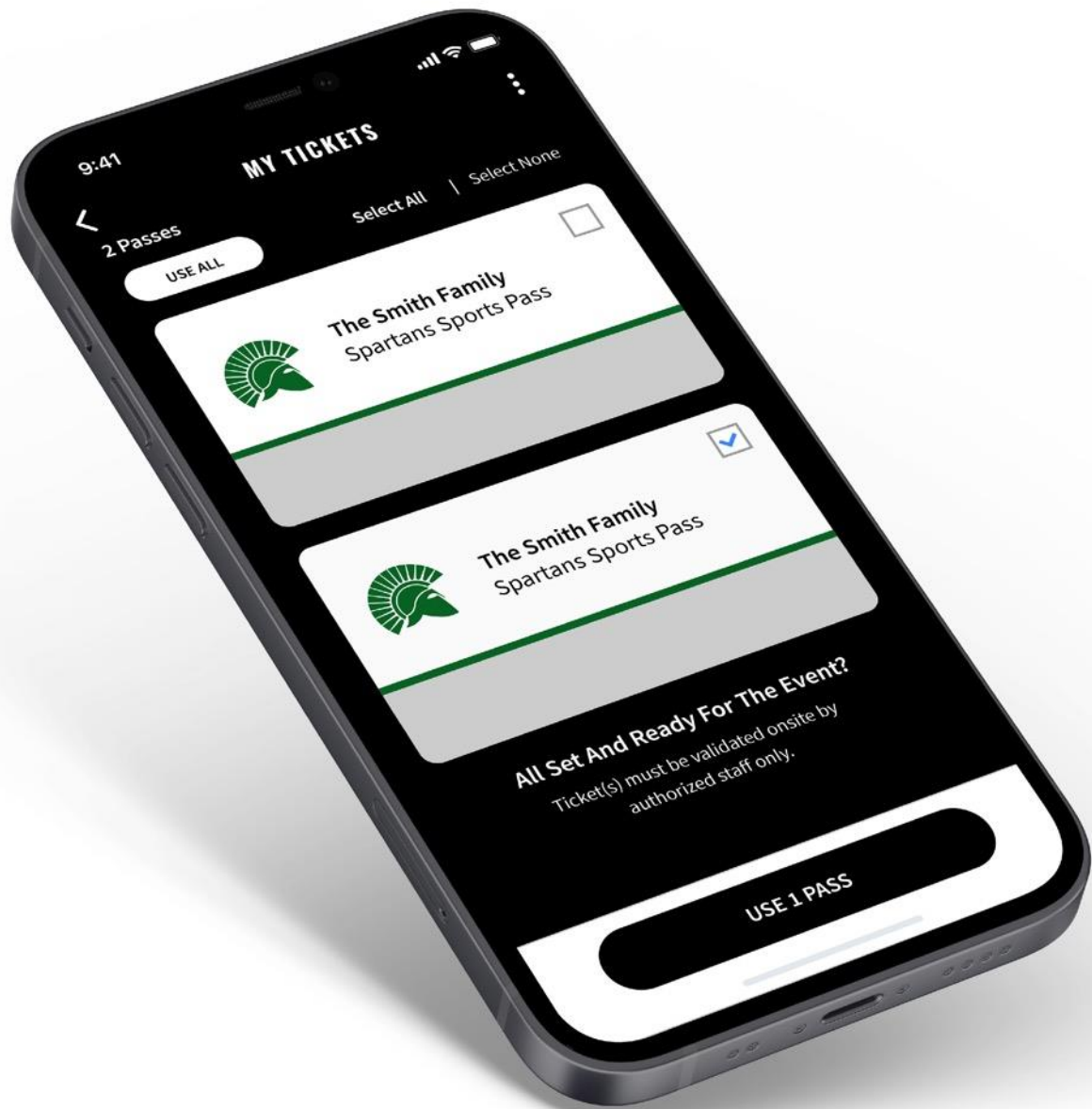


**UPDATES**



# UPDATES

- **Arbiter integration launch**
- **Google Pay as a payment option has been added**
- **Payment cycle management**
  - **Schools will have the ability to customize event payment cycles**
- **Reserved seating view in HQ**
  - **Schools are now able to view and manage reserved seating via HQ**



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**ELEVATE**



# PROCESS FEEDBACK

- **Factors for Fall playoff success:**
  - **Launch of GoFan HQ**
  - **Pre-playoff webinar**
  - **KHSAA communications to schools**
- **Areas we can expand:**
  - **Monthly cadence calls**
  - **Increase regular season adoption – Are there schools or districts you would like to see us target**
  - **Arbiter-GoFan Integration Webinar**
  - **Sponsorship opportunities at KHSAA events**