



## Understanding Season Passes and Season Tickets



With HomeTown, you have the option to sell season passes and/or season tickets to your athletic events. You will need to determine which one is right for your program, venue, and fans, before setting up these ticketing options with your Client Success Manager.

Season Tickets	Season Passes
Available for all departments (Athletics, performing arts, etc.)	Only available for Athletic Departments
Guests receive individual tickets (with unique QR codes) for each home event in your season.	Guests receive a simple pass (one QR code) that is used for all home games in the season.
Option to absorb the \$3 HomeTown season ticket fee in event settings.	The \$3 HomeTown season pass fee is automatically added to the face value of the pass during checkout. (Applies to digital passes.)
Custom fields are not available.	Custom fields are available.
Included on underlying event Audit Reports	Not included on underlying event Audit Reports
Digital Tickets (Mobile, Printable, HomeTown Fan App)	Digital Tickets (Mobile, Printable, HomeTown Fan App) Or hard passes available (for a \$5 fee rather than \$3)