



## Get Ready Timeline

As we look forward to a new season, we wanted to share our Getting Ready Timeline with you!

This timeline should help you to identify where you are in the process of setting up your events and some elements you might not have considered yet.

<b>90 to 60 Days Before Your Season</b>	<ul style="list-style-type: none"><li>• Meet with your CSM to discuss:<ul style="list-style-type: none"><li>• Goals and strategies for your events</li><li>• Any seat map needs (for reserved seating)</li><li>• Planning for season pass/season ticket needs</li></ul></li></ul>
<b>45 Days Before Your Season</b>	<ul style="list-style-type: none"><li>• Build season passes/season tickets</li><li>• Build out fall schedule events in Box Office</li><li>• Set appropriate event publishing/ticket on-sale timelines</li><li>• Check accuracy internally and with CSM</li></ul>
<b>30 Days Before Your Season</b>	<ul style="list-style-type: none"><li>• Prepare, finalize, and execute marketing plans for ticket on-sales including social media, signage for your onsite box office, and Fan App posters</li><li>• Promote initial events</li><li>• Start selling season passes/season tickets (if applicable)</li></ul>
<b>15 Days Before Your Season</b>	<ul style="list-style-type: none"><li>• Review Event Preparation Checklist and ensure all needs are in place</li><li>• Conduct any necessary training with your gate operations team</li><li>• Post ticketing information on social media</li></ul>
<b>3 Days Before Your Season</b>	<ul style="list-style-type: none"><li>• Test and verify all equipment and connectivity is in place for your first event</li><li>• Prepare signage for display and verify accurate links to tickets on social media</li></ul>
<b>Day of First Event of the Season</b>	<ul style="list-style-type: none"><li>• Use QR code posters to promote the Fan App and keep box office lines short</li><li>• Ensure gate staff scans each ticket</li><li>• Reach out to the HomeTown Support Team for urgent questions</li></ul>

As always, your Client Success Manager is here to help you navigate your fall sports seasons. If you need help with your season tickets or season pass options, getting a seat map for your venues, or creating events in your box office, please reach out!