

# Fall Ticketing **READINESS TIMELINE**

As you look forward to a new fall season, there are a number of details to consider as you prepare for game day. This timeline highlights what steps to take, and when, as you plan for your events next season, including some elements you may not have considered.

## **3 months before your season**

Meet with digital ticketing expert to discuss:

- Goals and strategies for your events
- Any seat map needs (for reserved seating)
- Planning for season pass/season ticket needs

## **1 month before your season**

- Prepare, finalize, and execute marketing plans for ticket sales including social media, signage for your onsite box office, and Fan App posters
- Promote initial events
- Start selling season passes/season tickets

## **3 days before season starts**

- Test and verify all equipment and connectivity is in place for your first event
- Prepare signage for display and verify accurate links to tickets on social media

## **45 days before your season**

- Build season passes/season tickets
- Build out fall schedule events in ticketing platform
- Set appropriate event publishing/ticket on-sale timelines
- Check accuracy internally and with digital ticketing expert

## **2 weeks before your season**

- Review Event Preparation Checklist and ensure all needs are in place
- Conduct any necessary training with your gate operations team
- Post ticketing information on social media

## **GAMEDAY!**

- Use QR code posters to promote the Fan App and keep box office lines short
- Ensure gate staff scans each ticket
- Reach out to your team of digital ticketing experts for urgent questions

HomeTown prides itself on our dedication to our customers. Our digital ticketing experts are 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!

[Book time with a digital ticketing expert](#)