



SEASON TICKET RENEWAL

FAQs

FREQUENTLY ASKED QUESTIONS

Q: What are Season Ticket Renewals?

A: Offering renewals on your reserved season tickets simply allows fans who purchased a season ticket package last year to have first access to the same seats this year, before sales are open to the public.

Q: How do Season Ticket Renewals work on the Hometown platform?

A: Our Hometown Customer Success Team will work with you to gather your Season Ticket Holder's Renewal information like name, seating assignments, email, etc. and send an email to them to renew their seats before they go on sale to the general public.

Q: How should I advertise Season Ticket Renewal Dates?

A: Take a campaign-style approach by creating a daily or weekly countdown on social media to build anticipation and boost awareness for upcoming season ticket renewals. Additionally, consider using email reminders, in-game announcements, website banners, and direct outreach to past season ticket holders to maximize visibility and encourage renewals.

Q: Should we offer season passes to the community?

A: Absolutely. Season passes are a great way to encourage community buy in, excitement, and increase revenue earlier in the season.

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Q: Why should I offer Season Ticket renewals?

A: Giving previous ticket holders priority access to their seats before the general public encourages fans to continue supporting the program year after year and can also help increase concession, program, and merchandise sales.

Q: How should I organize lines at the Gate?

A: If you're offering ticket sales at the gate, it's helpful to have those fans in a separate line, i.e. one line for just scanning tickets bought online, and one gate for point of sale transactions. Also, it's helpful to have at least one gate worker working each line.

Q: What dates do I need to decide for a successful season ticket renewal?

A: Choose a renewal period, usually 1 to 2 weeks during the summer beginning on a Monday. You'll also want to choose a date to begin public sales. On this date, all seats left over after the renewal period will be available to the public.

Q: I have more questions. What do I do?

A: Hometown customers can reach out to our Customer Success team for additional information and support. If you're new to Hometown, you can [request a meeting with one of our digital ticketing experts](#).

Q: Should I offer a season pass instead of a season ticket?

A: On the Hometown platform, season passes are ideal for general admission environments. If you're offering any type of reserved seating, we recommend offering season tickets. Remember, you can offer both types at the same time for fans to choose.