



uptix[™]
by **givex**[®]

ticketmaster[®]



UPTIX STORED VALUE TICKETS CAN BENEFIT TEAMS IN 3 MAJOR WAYS:



CASHLESS CONCESSION

Ticket holders spend more than the value added on their tickets, creating lift and resulting in higher concession and merchant revenues.



ADVANCED PROMOTION

Enhance fan experience through in-game promotions.

Entice season ticket holders by adding money on their tickets for every game.



INSIGHTFUL ANALYTICS

Track fan spending throughout the venue.

Identify key customer segments and discover how to target these customers to increase spending.

IT'S MORE THAN THE TICKET, IT'S MORE THAN THE GAME, IT'S THE EXPERIENCE! FOR THE PAST 20 YEARS, UPTIX STORED VALUE SOLUTIONS, STRATEGIC PROMOTIONS, AND ANALYTICAL CRM HAS HELPED STADIUMS AND VENUES INTERACT WITH FANS, DRIVE REVENUE AT THE CONCESSIONS, AND TURN SINGLE TICKET PURCHASERS INTO SEASON TICKET HOLDERS.



ADDITIONAL FEATURES

EASY MANAGEMENT

Different types of tickets (season tickets, seats in a particular section, corporate pass holders) can be given different rules or values and grouped in the system. Money can be added automatically at time of purchase or later using a secure web interface.

CORPORATE INCENTIVE

Corporate tickets can also now be given to clients or employees with money already added to the tickets to spend at the event, ensuring their needs are taken care of.

ADD SKUS

More than just adding money, teams can add specific SKUs or coupons to tickets. A hotdog meal for example, or even a hat.

CUSTOMIZABLE REDEMPTION

Drive traffic to specific concessions and merchants throughout the venue. Increase sales during traditional lulls in a game or at concessions that don't see a lot of traffic.

PATRON PATROL

A custom website for ticket holders to manage their tickets, add value, view ticket/event information and register tickets to protect against theft/loss.

MOBILE OPTIONS

Unique mobile campaigns. Send a text message to check ticket balance or text the correct answer to a trivia question and win value on your ticket.

LOYALTY

Ticket holders can collect points depending on how much money they spend or how frequently they attend games. Points can be redeemed for more value or merchandise/concession rewards.

SKU FREQUENCY

Ticket holders can get rewarded for frequent purchases of specified SKU items i.e. buy 3 hot dogs and get the 4th free.

INSTANT-WIN PROMOTIONS

Uptix works in real-time. Adding value to fans' tickets based on in-game events can enhance fan experience. For example, every home run in the 8th inning gets \$3 added onto a ticket

GROUP TICKET SALES

Attract more group sales by adding money onto each ticket as an incentive. Use batch process to add value onto large numbers of tickets to increase efficiency.

**AND SO MANY MORE!
THE POSSIBILITIES OF UPTIX STORED
VALUE TICKETS ARE ENDLESS.
CONTACT GIVEX FOR MORE
INFORMATION OR VISIT UPTIX.COM.**



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