

CASE STUDY

BIG EAST INSTITUTION

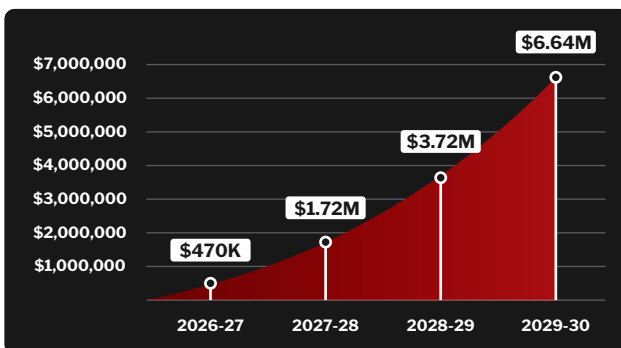
Driving Sustainable Revenue Through A Ticketing Reset

Why It Matters

In today's college athletics environment, ticketing is no longer an operational function, but a strategic one. This engagement demonstrates how Altius helps athletics leaders step back from day-to-day complexity, view the full system, and make informed decisions that support both immediate performance and long-term success.

The Outcome

Four-Year Cumulative Projected Revenue Growth



6:1 PROJECTED ROI
OVER 4 YEARS



The Challenge

A Big East institution faced growing pressure to modernize its ticketing strategy amid shifting fan behaviors, rising operational complexity, and increasing expectations for revenue performance.

Ticketing operations were largely reactive, with staff focused on inbound requests and annual administrative processes rather than proactive demand generation.

Leadership also faced difficult questions:

- 01 How can we grow the season ticket base in a volatile college sports environment?
- 02 Where are we leaving revenue on the table across pricing, staffing, and secondary markets?
- 03 How do we improve fan experience without increasing operational burden?
- 04 Which strategic changes are worth investing in—and which are not?

The Altius Approach

Altius conducted an immersive 10-week evaluation of the institution's ticketing strategy to identify high-impact opportunities for revenue generation and operational improvement, including:

■ On-Campus Assessment

Observed live game-day operations and the end-to-end fan experience to identify friction and opportunity.

■ Data Analysis

Reviewed historical ticketing data from multiple seasons to uncover trends and revenue potential.

■ Industry Benchmarking

Compared current practices against best-in-class collegiate and professional standards.

■ Stakeholder Engagement

Engaged leadership and ticketing staff to collaborate, align priorities, and clarify next steps.

■ Third-Party Vendor Evaluations

Assessed potential technology partners' capabilities, platforms, and pricing to identify solutions that enhance lead generation, enable data-driven decision making, and improve overall sales efficiency.

Impact

When fully implemented, the recommended strategy is projected to generate **\$6.6 million in incremental gross revenue** over four years, supported by approximately **\$1.1 million in incremental investment**.

In addition to revenue upside, the recommendations are expected to improve operational efficiency through disciplined pricing, optimized staffing, and strategic use of third-party vendors, while enabling a more personalized, data-informed fan experience to support sustainable, long-term growth.

Key Insights

The evaluation revealed the greatest opportunity was not a single tactic, but a reset of foundational strategy across interconnected areas. This resulted in a Ticketing Game Plan organized into actionable playbooks.



Organizational Restructure

As the ticketing function expanded, roles became blurred. Clear separation between sales, service, and operations emerged as a prerequisite for scaling revenue without added friction.



Sales & Service Strategy

Reliance on inbound demand limited growth. Introducing structured outbound sales and service activity with defined KPIs was identified as a path to re-engage past buyers, upsell existing fans, and systematically grow season ticket membership.



Pricing & Renewal Model

Annual reseating consumed staff capacity and created unnecessary fan friction. A strategically timed renewal cycle and multi-year pricing framework aligned to market demand were recommended to improve retention, yield, and revenue sustainability.



Data & Technology Integration

Data existed but lacked consistency and intent. Consolidating systems, adopting a CRM, and integrating analytics platforms were identified as critical steps to transform fragmented data into actionable insight.



Secondary Market Control

Fragmentation across resale channels diluted pricing control and insights. Strategic consolidation was recommended to simplify operations and capture value previously lost.



Fan Engagement Enhancements

Additional recommendations included broader game-day experience initiatives, enhanced fan surveys, streamlined egress, and concessions opportunities designed to elevate the fan experience and support future price increases.