

# Matchday Multiplier

## Overview

September 2024





## **We love football. Especially football clubs.**

*While we can't help you win on the field,  
we can help you...*

**Build your  
fanbase**

**Achieve  
financial  
sustainability**



# Matchday Multiplier™ is how we do it

*Based on our experience marketing more than 2 million live events to millions of fans*

- **Season long process** working with your team to increase matchday revenue and audience
- Applying world-class expertise in pricing, promotion, venue configuration and value enhancement
- Five step process that's easy to follow
- **Current clients experiencing mid-double digits increases in sales over baseline.**



# Matchday Multiplier™ Five-Step Process





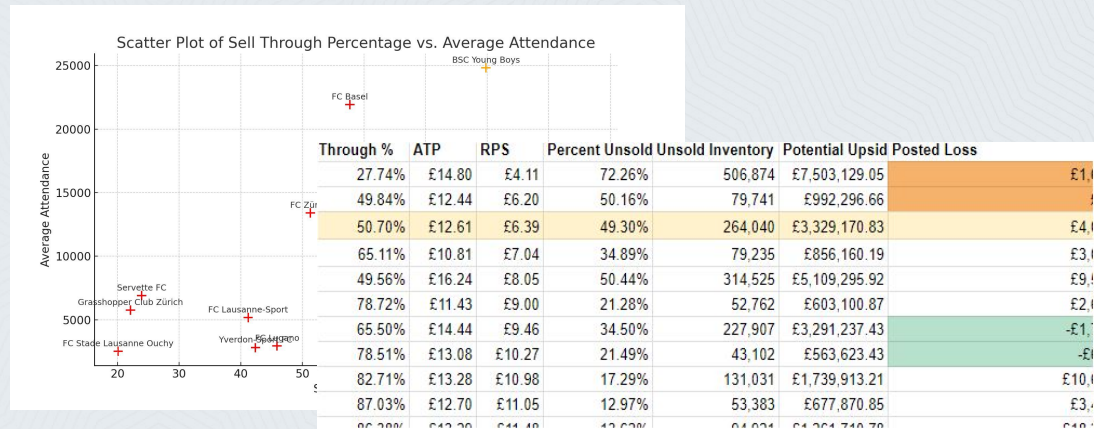


# We really get to know where you currently stand with Matchday audience and revenue.

**Goal:** Realistic understanding of where your club is and where it *could* go.

**What We Do:** Ask questions, meet the team, study your business, benchmark peer clubs, understand your price structure, fanbase and marketing.

**Your Part:** Provide info; 2 to 3 discussions including team



We work inside out. We learn all we can about your club, past and present. We get into the first layer of numbers for you and your league.

Approximate Time: 4 to 6 weeks



## We review the Upside Report together and use it to set a “Big Goal” for Impresario’s work with your club

**Goal:** A mutually agreed “Big Goal” for the project. Often revenue, profits or attendance.

**What We Do:** Walk you through findings; Talk to you to understand your processes and challenges. Most importantly, help you identify the future you want. **Site visit.**

**Your Part:** Leaders must give us time and candor.



We walk your stadium (during a match if possible) and spend time in your city.

Approximate Time: 2 weeks



# We apply our special method to your data to identify strategies that can achieve the Big Goal

**Goal:** A complete understanding of every seat you sell.

**What We Do:** We take extensive sales data from you and put it through our proprietary Strategy Algorithm. We do this line-by-line for each price/seat combo you have.

**Your Part:** Sharing sales data for the previous year or more.

Row	RPS	ATP	% Cap	Q	P	S	X	Strategy
1	\$9.10	\$26.15	34.8%	med	med	low	med	Reconfigure
2	\$17.22	\$33.47	51.5%	med	med	low	med	Reconfigure
3	\$19.83	\$34.86	56.9%	high	med	low	med	Drop the Pri
4	\$53.73	\$57.37	93.6%	high	med	high	med	Monitor/Igno
5	\$51.58	\$53.40	96.6%	high	med	high	med	Monitor/Igno
6	\$33.46	\$41.95	79.8%	high	med	high	med	Monitor/Igno
7	\$20.62	\$32.80	62.9%	med	med	med	med	Tweak Down
8	\$7.52	\$33.37	22.5%	med	med	low	high	Reconfigure
9	\$14.26	\$22.14	64.4%	med	med	med	med	Tweak Down
0	\$16.84	\$20.62	81.7%	med	low	high	med	Push Price
1	\$20.58	\$25.52	80.6%	high	med	high	high	Enhance Va
2	\$13.74	\$20.91	65.7%	med	med	med	med	Tweak Down
3	\$14.10	\$22.06	63.9%	med	med	med	med	Tweak Down
ES	\$73.93	\$76.81	96.3%	high	med	high	low	Low: Monito

We built the Strategy Algorithm based on the equivalent of 50,000 football seasons of experience. And we apply it mercilessly to every ticket you've sold.

Approximate Time: 1 month



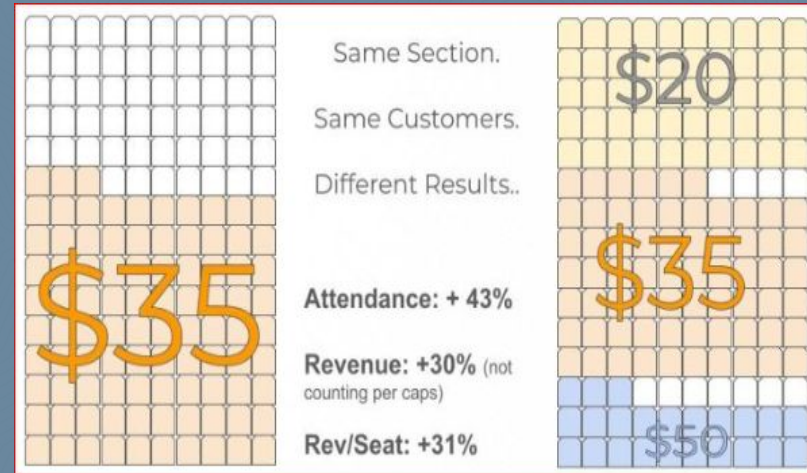


# We turn strategies into recommendations and an action plan for you.

**Goal:** To provide you with the **3 to 5 most immediately actionable** ways to move toward the Big Goal.

**What We Do:** Boil down a lot of possibilities into the best, most important recommendations. Translate this into a very crisp action plan.

**Your Part:** Senior level, longish meeting to discuss plan.



“Levers” of improvement are: price, configuration, value enhancement and promotion.

Approximate Time: 2 weeks





# We help you implement what we've recommended. We monitor the outcomes and offer adjustments.

**Goal:** To keep us all honest and track progress to Big Goal. To put us back on track as needed.

**What We Do:** We monitor and report the impact of changes in Snapshot reports; identify adjustments and new opportunities.

**Your Part:** Implementation (with our help). Ongoing communication and changes.



## Summary

- Overall: Despite the significant gains we emphasize that **it's time to tweak** some
- Ticket units are still up on this point last
- There are some real gains to be made w remainder of the year. With sales likely t summer, *we don't want to miss those o*
- All the Snapshot 3 comments remain, ar specifics as soon as we can.

Game Date	Tix Sold	Revenue	RF
3/23			\$1
3/30			\$1
4/20			\$1
4/27			\$1
5/25			\$1
6/1			\$1
6/29			\$1
7/6			\$1
7/20			\$1
8/3			\$1
Season to			\$1

We create a new Snapshot report after every 2 to 3 home games.

Remainder of the Season



## Let's talk about you:

*Running a football club involves doing a hundred things. It's complicated and demanding. **Everyone can use expert help.***



**Thierry Henry** said that his coach enabled him to ***“achieve things I didn’t think were possible.”***

Think of us as a coach for growing your audience and matchday revenue. Coaches give you an advantage that hard to get on your own.

(Of course, you could do it yourself. That's what you've done up to now, and you've probably seen some success.)

But, just like Henry, ***maybe more is possible than you thought. That's where we come in.***



## Two Last Things to Know...

1.

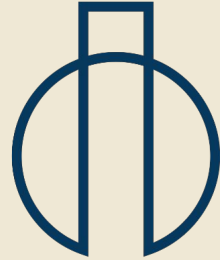
You can [book a time](#) to talk with us to learn more, ask questions. Or just talk about last week's match.

2.

Matchday Multiplier is designed to minimize your risk. We're confident we can help you grow and that's how we structure our engagements.

In other words, it's not going to cost you a ton of cash.





**IMPRESARIO**  
STRATEGIC

Thank you!

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