

Matchday Multiplier

Overview

Winter 2025






Impresario is built on Jim's 20+ years of executive experience in live entertainment



IMPRESARIO STRATEGIC **FOUNDER | CEO**

20+ years helping teams + venues grow revenue and build lasting audiences as the founder and former CEO of  Goldstar™

- Sold **\$2B** in **tickets**
- **Marketed 2M live events**
- Created **tens of millions of audience members** for venues
- **Worked with** most major US sports teams, leagues, and ticketing platforms



ticketmaster





Our philosophy is simple...

“Every club in a right-sized venue should sell out every match.”

A modern football match in progress, with players in dark and light kits competing for the ball. The stadium is filled with spectators.

**Fill your
stadium**

A historical black and white photograph of a football match. The players are in traditional kits, and the stadium appears less crowded than the modern match.

**Fix (or just
improve) your
P&L**

Matchday Multiplier™ is how we do it

- 10 week, five-step easy to follow program
- A full season of support and guidance for your team
- Access to our world-class expertise in pricing, promotion, venue configuration, value enhancement and audience development for 3 years
- **Expect 25-50% matchday revenue growth. (We aim higher than that.)**



Matchday Multiplier™ Five-Step Process



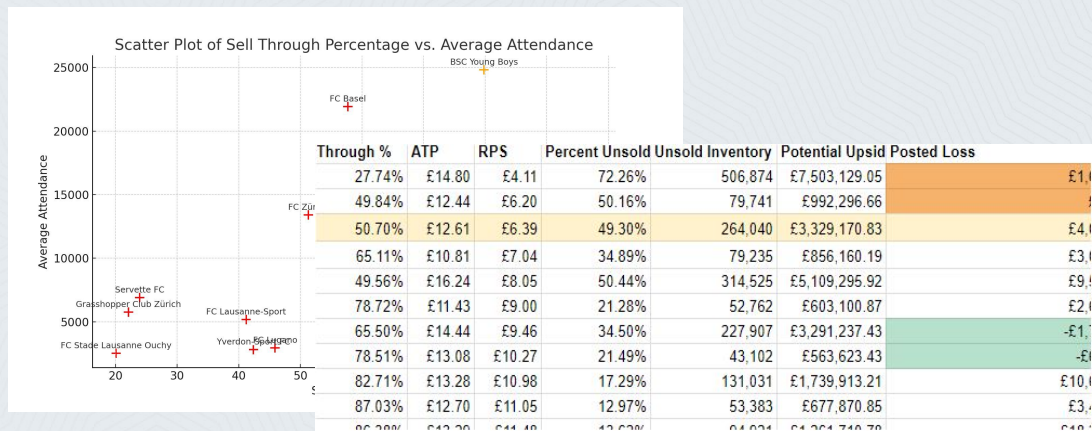


We really get to know where you currently stand with Matchday audience and revenue.

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: 2 weeks

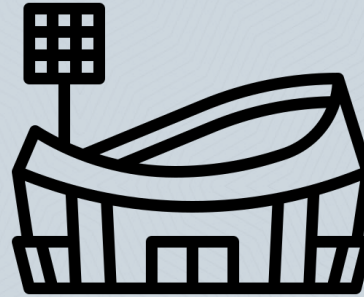


We bring our initial information to you and go into a short, intense period of work.

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

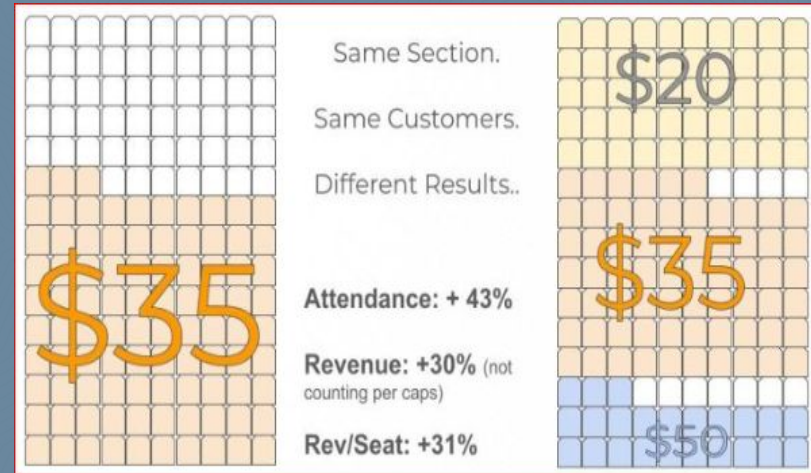


We turn strategies into recommendations and an action plan for you.

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.

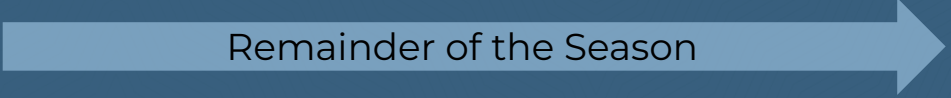


Summary

- 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.



Breakthrough revenue for launch partner, Orange County Soccer Club

USL Championship club founded 2013, Irvine, CA



50%

YOY Matchday Rev Increase
(approximate, season still in progress.)

Situation: Good community support and results ('21 league champs). **Matchday revenue is crucial to business model**, but OCSC has found itself in bottom half of the league.

Our process: Using Matchday Multiplier, closely evaluated pricing, promotion, venue configuration and more in '23 season.

Actions: Implemented strategic price changes. Created high-value new sections from existing lightly-sold inventory.

Result: **Highest matchday revenue in club history by far.** Increase in attendance. Other USL clubs want to know how.

"...the most effective advisor in the club's history."
-Dan Rutstein, President, Orange County Soccer Club

Dan Rutstein recognized by USL Championship



★ STARTING XI 2024 AWARDS

HONORING FRONT OFFICE MEMBERS OF USL CHAMPIONSHIP

| | |
|---------------------------|---|
| LEADERSHIP | JEFF GARNER - PITTSBURGH RIVERHOUNDS SC |
| BUSINESS EXCELLENCE | DAN RUTSTEIN - ORANGE COUNTY SC |
| OPERATIONS | SAUL SOTO - EL PASO LOCOMOTIVE FC |
| TICKETING | NICOLE RUDY - PITTSBURGH RIVERHOUNDS SC |
| SPONSORSHIPS | PAT DENBOW & BRAD GORDON - LOUISVILLE CITY FC |
| MARKETING | NEW MEXICO UNITED |
| PUBLIC RELATIONS | BEN CLEMENS - CHARLESTON BATTERY |
| COMMUNITY | DETROIT CITY FC |
| DIGITAL | NEW MEXICO UNITED |
| MERCHANDISE | JUSTIN DE LA ROSA - NEW MEXICO UNITED |
| SAFEGUARDING & COMPLIANCE | NICOLE BLAKE-CRIGLER - NORTH CAROLINA FC |



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.

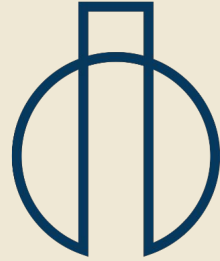
You can [book a time](#) to talk with us to learn more, ask questions. Or just talk about last week's match.

2.

We know that what we do works.

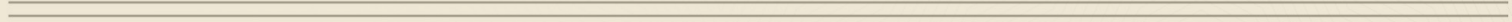
That's why our pricing is success-based. We know you don't have a lot of extra cash to risk.

Working with us, you don't have to.



IMPRESARIO
STRATEGIC

Every Seat. Every Match.



Other Major Live Events Organizations We've Helped



San Francisco Giants, longest sellout streak in history

81 out of 81 games sold out each year for nearly seven years...



530

Consecutive Sellouts

Situation: The Giants believed they had an opportunity to create a historic run of results. After three World Series titles, it was time to bring the fanbase to the ballpark every single night. And baseball plays more nights than anyone.

How we helped: As multi-year partners of the Giants going into the streak, their goal became our goal. We invented promotions and devised new price/section combinations to assure that we could deliver more visitors to them than ever before.

Result: **Unprecedented fan support.** Even with 41,915 seats to sell every other night in summer, it happened!

“...without Jim, it would have been much more difficult.”

-Russ Stanley, SVP of Sales, San Francisco Giants



Hamilton, Blockbuster Tour Results



#1

Broadway Tour of All-Time

Situation: After massive success on Broadway in 2015, Hamilton started its first US tour in 2017. A second tour simultaneous tour launched in 2018 and a third in 2019. This required massive support and marketing all over the country.

How we helped: We used a two-fold strategy. First, we pre-built an audience for each tour stop. By the time the tour arrived, we had built anticipation for the on sale. Second, we nimbly used price and promotion to ensure that every stop on the tour sold through at high rates and maintained strong revenue.

Result: Hamilton became a worldwide brand. Successfully bringing the show to audiences in the US (and eventually abroad) ensures Hamilton will run for decades.

“...Jim’s insights in pricing and promotion attracted a fresh audience...and millions in incremental revenue.”

-Laura Matalon, Head of Tour Marketing for *Hamilton*



Cirque Du Soleil, Reaching New Heights

CIRQUE DU SOLEIL®



350%

Increase in Tours during 2010s

Situation: Cirque du Soleil changed people's idea of what a circus could be. By the mid-2000s, Cirque wanted to bring more shows to more audiences in more places.

How we helped: For more than a decade, we supported nearly 20 different shows, touring North America, as well as permanent shows in Las Vegas, Los Angeles and elsewhere. Using flexible pricing, innovative promotion and audience-building, we sustained sales and grew audience despite the huge increase in shows, nights and seats.

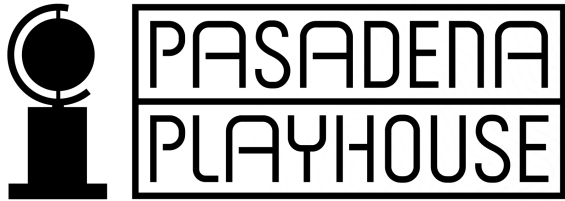
Result: Cirque Du Soleil had the biggest decade of its long history, reached new artistic heights, and established itself as one of the world's best live event brands.

“Jim and his team rose to the occasion again and again, helping us grow our audiences and revenues..”

-Luc Boucher, Head of Marketing, Cirque Du Soleil



Pasadena Playhouse, All-Time High



2023

Tony Award for Best Regional
Theatre in United States

Situation: The Pasadena Playhouse is a century-old regional theatre based in Pasadena, California. It has a long, rich history, but times had become challenging artistically and financially in 2016 when new Director Danny Feldman arrived.

How we helped: Joining the Board of Trustees in support of Danny, we advised and advocated for the Playhouse in the community. We lent our expertise to the improvement of audience and revenue development. We also developed relationships that led to major new donors to the organization.

Result: Pasadena Playhouse has never been better. We won a Tony for best theatre in the country in 2023, and we're seeing bigger audiences and better financial results than ever.

“Jim’s guidance on pricing, marketing, and strategy have been indispensable to me as a leader.”

-Danny Feldman, Producing Artistic Director