



# About Valhalla Tickets

- Established in 2010 with headquarters in Toledo, Ohio
- Exclusive partnerships with 15 properties
- Work with 175+ teams and organizations in various capacities across multiple leagues



# USL Teams We Currently Work With

## Western Conference



## Eastern Conference



# What does Valhalla Tickets Provide?

**Management of  
Secondary Market**

**Protection of Brand  
Value**

**Control of  
Inventory on  
Market**

**Consumer Data  
Information**

# Secondary Market Management/Control

- Management
  - Allows for sales reps and administration to focus on day-to-day duties
  - Act as a sales arm for their team with mutual goals
  - Utilize secondary market as another sales channel
- Inventory Control
  - Preventing \$6 tickets on market
  - Controlling the quantity of tickets on secondary market
  - Monitor for activity not conducive to primary sales strategies

# Value Protection & Customer Data

- Protection of Brand Value
  - Honoring price floors to maintain value of sections in stadium
  - Builds consumer expectation that \$6 will never be available for any games
- Consumer Data Information
  - By utilizing mobile transfer, Valhalla Tickets is able to obtain valuable consumer information that can lead to future up-buys
  - Utilize purchase price to determine if customer can save money on flex/season plans
  - Included with data is seating location and purchasing price of consumer

# Successful Three-Year Model: Louisville City FC

- Louisville City FC: USL Championship
  - Louisville Slugger Field Capacity: 13,131
  - Average Attendance: 8,601
- Year One (2017): 60 Tickets on Consignment, Addtl. Group Ticket Options
  - Allowed us to find in-demand games vs less-demand games
  - Some games had zero tickets sold on secondary market due to weather
  - Generated \$8,000 on over 300 tickets sold through secondary market
  - Maximum: FC Cincinnati 131 Tickets vis secondary market
  - 40 Tickets Sold for US Open Cup and USL Playoffs

# Successful Three-Year Model: Louisville City FC

- Year Two: Purchased 25 Season Tickets and Consigned 35 Season Tickets with Group Tickets Available
  - Generated \$12,000 on 400 tickets sold via secondary market
  - Utilized mobile transfer feature for Louisville City to obtain consumer data for both parties
  - Sold 100+ US Open Cup Tickets for Louisville City despite moving stadiums on short notice
  - Sold 50 USL Cup Finals Tickets vs Phoenix Rising via secondary market
- Year Three: Adding 4 More Season Tickets and Consign 35 Season Tickets
  - Generated \$10,500 on 350 tickets sold via secondary market
  - Continued to utilize mobile transfer feature for Louisville City to obtain consumer data for both parties
  - Sold 30 USL Cup Finals Tickets vs Real Monarchs via secondary market
  - Both parties feel market has right amount of inventory on secondary market