

# Digital Ticketing Solutions



Alameda County Fairgrounds & Event Center offers digital ticket platforms to streamline event advance sales, onsite sales and event redemption with contactless technology. Reduce workload and costs while increasing sales. ACF offers packages for all show sizes. We have event technology, website pages and sales reporting to help manage your tickets as well as marketing tools proven to grow your sales.

	Partner Package ONE	Partner Package TWO	Partner Package THREE	Non-Profit Package
<b>Ticket Fee</b> (Includes Saffire's Fees)	11%	12%	15%	11%
<b>Comp Ticket Fee</b>	\$1.25	\$1.25	\$1.25	\$1
<b>Capacity</b>	3,000	6,000	6,001+	5,000
<b>Ticket Builds</b>	3	6	12	2
<b>Event Duration</b>	1-2 days	1-3 days	Unlimited	2 days
<b>Admission Gates</b>	1	1-2	3+	1
<b>Equipment &amp; Training</b>	✓	✓	✓	✓
<b>Marketing Package</b> (Add-ons available)	One	Two	Three	One
<b>Custom QR Code</b>	✓	✓	✓	✓
<b>QR Ticket Signage for Admission Gates</b>	3	6	12	1

Ticket Scanner Staffing Option	
<b>Fees for 2 Gates Entrances</b>	\$3,500 per day
<b>Fees for 3 Gate Entrances</b>	\$5,700 per day
<b>Clover Device</b>	✓
<b>Scanner</b>	✓
<b>Ticket Stock</b>	✓
<b>Signage</b>	✓

### \*Contracts Include:

- Monthly revenue checks
- Post event wrap up marketing and sales reports with analytics and guest demographics
- Email and guest information (opted-in)

# Marketing Packages



Alameda County Fairgrounds & Event Center offers additional marketing services with each ticketing package. Your event is promoted to nearly 500,000 ACF followers and a reach up to 4 million. Expand your event audience and increase sales while streamlining your ticketing process. Each package includes:

## Package 1

- A custom branded webpage to sell tickets online
- Your event added to the ACF webpage with the link to tickets (up to 1 million views)
- The event added to the ACF outdoor digital readerboard on Bernal Avenue for 45 days
- Event included in the monthly ACF e-newsletter (over 250,000 subscribers)
- An e-blast exclusively promoting the show
- Post about your event on the ACF Facebook (128,200 followers) and Instagram pages (26,400 followers)
- Add your event to ACF's Facebook Events
- Event placed as the ACF Facebook Cover the week before the event
- Promote with ticket giveaways on ACF's social platforms (tickets provided by event)
- Create "upsells" on your ticket webpage at "checkout" to cross sell your different products
- Create a custom branded QR that links to your ticket page
- Create and print QR signage for the Admission Gate to purchase online tickets onsite
- Post event wrap-up report with analytics, demographics and opt-in buyer emails

**REACH: Over 1 million**

## Package 2

*(Plus Package 1)*

- "Save the Date" included in the ACF monthly e-newsletter two months prior to the event
- Exclusive e-blast to the previous year's ticket holders (based on availability of the audience list)
- Post the event on the ACF outdoor digital readerboard on Bernal Avenue for 60 days
- Promote on the annual Fair Concert Jumbotron (if timing is applicable)

**REACH: Over 2 million**

## Package 3

*(Plus Package 1 & 2)*

- Set up automated email replies in the ticket platform to cross sell other tickets based on shopping behavior
- Send an additional exclusive e-blast to previous year's ticket holders (based on availability of the audience list)
- Upsell one ticket type on the annual Fair's ticket webpage (based on event date)\*
- Include an advertisement in the *Fair Racing Program* reaching over 60K racing fans\*
- Digital ad included on the Fair Concert Jumbotron\*
- Create ads and boost your event on the ACF social media platforms
- Additional QR banners and signage displayed at your Admission Gates
- Signage promoting your event during the annual Fair on the Admission Gates\*
- Additional QR signage in the parking area day of your event to promote buying tickets
- Option to host a 10'x10' booth at ACF annual Fair

**REACH: Over 4 million**