



# Generate revenue through your ticketing.

## *Don't stop at ticket proceeds!*

**Our ticketing platform can help you generate revenue in the following ways:**

### ✓ **Integrated Donation**

It's been said that the best time to ask someone for a donation is when their pocketbook is already out. The MWT platform allows your buyers to give a little extra when they're buying a ticket. Especially helpful when you're running campaign specific fundraising such as a new building a special need for your organization.

### ✓ **Integrated Merchandise Sales**

It's also been said that the best time to sell more product is when a buyer is waiting to check out. The MWT platform allows your buyers to purchase t-shirts, hats and other merchandise with their ticket.

### ✓ **Patron Pricing**

Want to make an entire game or event a fundraiser? Patron Pricing on MWT allows you to let the patron name the price. Don't worry, you can set a floor and even make a suggested price.

### ✓ **Incentive Sales (bundling / season passes)**

Our platform allows you to bundle events in a season pass, upgraded seats/sections or bundle additional offerings in the purchase such as travel costs etc. This is a great tool for new membership sales and to support current members.

### ✓ **Membership Sales**

Speaking of membership, our platform allows you to import membership data\*, build special pre-sales for them and sell memberships and renewals out of your office or online.

\*type and amount of data that can be integrated will be determined during set-up.

### ✓ **Sponsorship Support**

Sponsors like to see the numbers. Our reporting data helps you build the case for your ask and shows them the impact of their support year in and out.

### ✓ **Keep in Touch with Your Patrons.**

Through the platform you can collect contact info from your patrons so you can reach back out to them with our integrated email distribution system. Say thank you, offer them further engagement or tell them about last minute changes to the event.

**It can also save you money through the following efficiencies:**

### ✓ **Reduce Fraud**

Each ticket-taker/box office worker has a unique login that tracks transactions they've processed. If you encounter a problem you can track it down plus the tracking acts as a deterrent to anyone not on the up and up.

### ✓ **Reduce Inaccuracy**

Thousands of dollars can be lost because of human error. Utilizing the tracking our system provides assists in reconciliation and reduces your exposure to this problem.

### ✓ **Plan & Evaluate Based on Real Numbers**

Strong organizations have a command of their numbers to see how their strategic plans and assumptions panned out. Our platform gives organizations solid, integrated data to test and tweak their efforts.

### ✓ **Integrate Multiple Departments**

Our platform has benefits for multiple departments in your organization whether its marketing, development or operations. Working from the same numbers help build collaboration and efficiencies across these departments. No, we are a primary ticket service provider.