



TicketCo

# Subscription Season Tickets

What you need to know for a successful launch

# Getting started



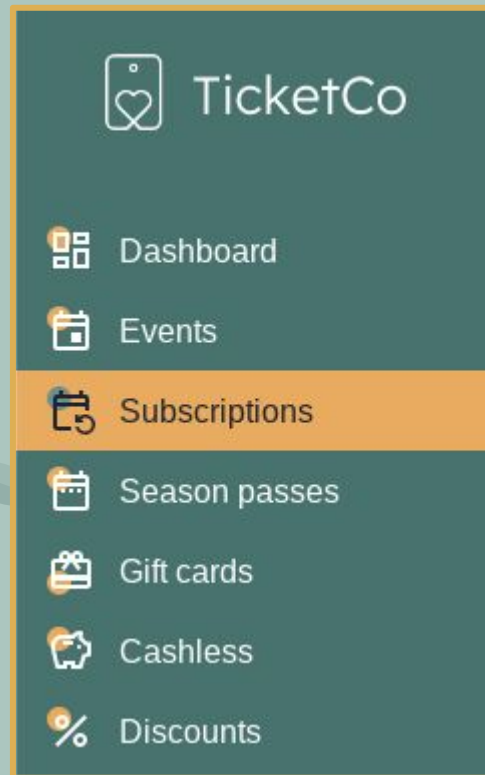
Subscription season passes allow you to offer your fans the chance to pay a monthly subscription for their seat, as well as any other perks or benefits you may offer.

Creating subscription season passes:

- The process is very similar to creating season tickets
- You create a list of item types, connect them to your season ticket, and assign relevant price zones
- You will need to assign **Legal terms** to your subscription types
- Note you will not assign an end date for a subscription

Help pages and documentation:

- [Creating subscription season tickets](#)
- [Monitoring your subscriptions](#)



# “All in” or a soft launch?



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We have experienced a few different approaches launching subscriptions, and it all comes down to your fans and what is best for your club.

Viking FK went all in with subscriptions for their 2022 season, essentially replacing the traditional season ticket model with subscriptions.

“Viking+ has been a slam dunk for us, and the reception has been absolutely incredible. We have an increase of more than 20% compared to last year.”

*Viking FK's Marketing Manager, Kjartan Salvesen, April 2022.*

[Read more →](#)

But that is not your only option. We have also seen great success with clubs using the **Price zones** module to offer subscriptions on select stands, even exclusively for standing supporters. A soft launch such as this allows you to cater to different groups of fans, but moreover gives you the chance to measure the reaction to this new offering with a smaller group initially.

# Further tips for a successful launch



Ensure you create content on your website and social media platforms to peak interest before you go on sale.



When it comes to pricing, many organisers choose to offer a gold, silver and bronze model, with different subscription types granting different levels of access and perks. To keep your subscribers engaged off-season, you may want to include further discounts or invite them to exclusive events.



Gauge the response to your launch!

- Consider surveying your subscribers after 8-10 months to see how they feel about subscriptions
- Perhaps you can adjust your offering based on this feedback

# Prepare your legal terms



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You must apply legal terms when creating your subscription season tickets. These should be uploaded to the **Legal terms** tab found under **Organizer settings**.

Whilst we cannot write these terms and conditions for you, here are some key points to consider:

- What does the subscription season ticket **provide access to**? Are there any **extra perks** which should be mentioned?
- How should the subscriber show their subscription at the entrance?
- The different subscription **statuses** (active, overdue, cancelled, terminated) and what this means for access to your fixtures
- **Lock-in period** of six months
- How to **cancel** the subscription (and how this differs during the lock-in period)
- How the end user can update their **payment card**
- Your internal routines and processes surrounding **overdue subscriptions**
- The club always has the ability to **terminate** a subscription
- When payment will be withdrawn from the subscriber's card
- Your policy surrounding changing subscription **prices** post-purchase



# Anticipate your customers' questions



Questions arise with any new offering or product, so try to get ahead of these by creating an info page or Q&A on your home page.



Typical questions may include *“How and when can I cancel my subscription?”*, *“What is the lock in period on the subscription?”*, and *“How do I update my payment card?”*.

Ensure you know the answers to these questions and prepare an easy-to-follow guide on your website.

Answers to the questions above, and further information can be found here:

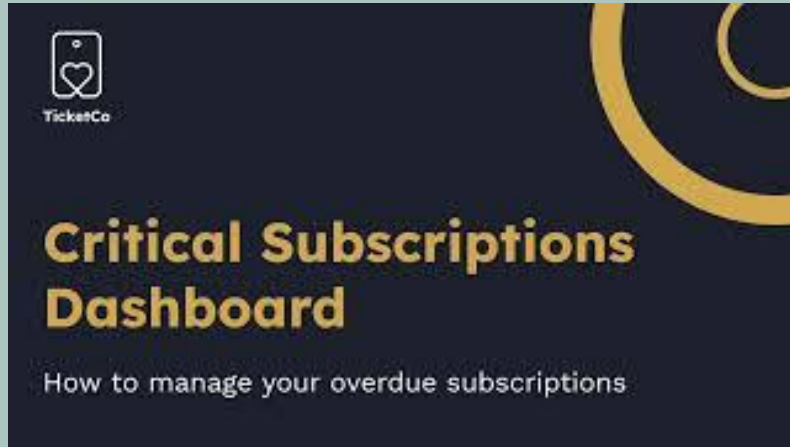
- [Creating subscription season tickets](#)
- [Monitoring your subscriptions](#)
- [Your subscriptions page](#)



# Implement routines for monitoring subscription payments



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Although this may not be needed immediately for the launch of your subscriptions, our advice is to consider and prepare routines for monitoring your subscriptions in advance. If a subscriber has changed card, or does not have enough balance, this could result in their subscription becoming “overdue”. It is therefore important that you have internal processes in place for managing this.

The above video explains how the dashboard in TicketCo can help you to manage your overdue subscriptions.

# Thank you

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More information about subscriptions can be found in our [Knowledge Base](#)



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