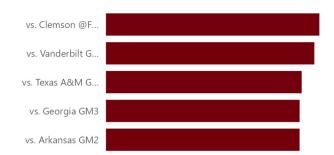
195.50K

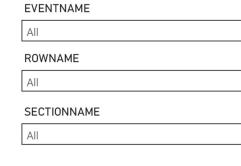
Gamecock Baseball 2024-2025

\$2.32M

Top 5 Revenue Total by Game



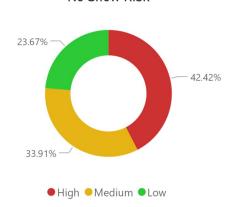






Top 5 Attendance Rates by Game

No Show Risk





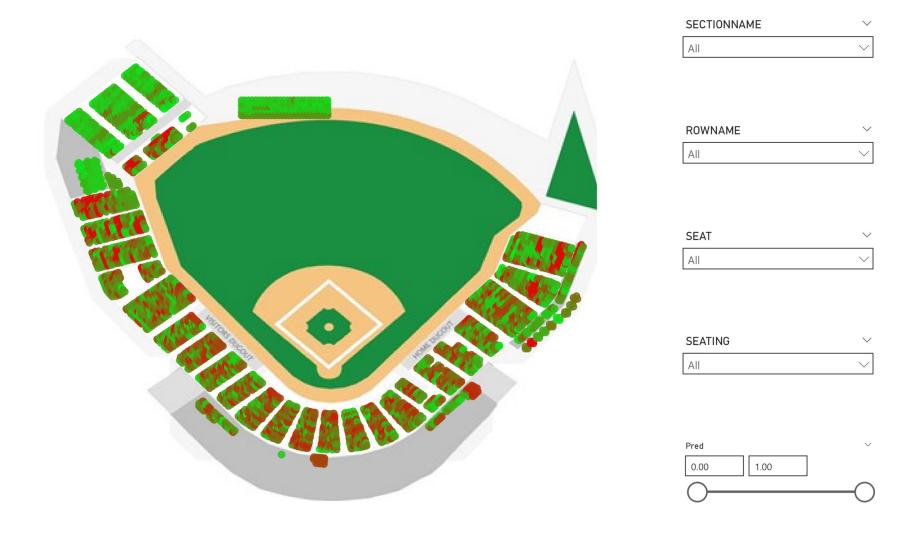
Predicted Attendance Rate

53%

Actual Attendance Rate

41%

Founders Park





All Potential Attendance Influencers

Negatively Impact Attending Positively Impact Attending Initial Purchase via SFMC vs. Davidson vs. Gardner-Webb Ticket is Resold vs. Queens Intercept Lifetime Attendance Percentage vs. Winthrop Length of Season Tickets Total Tickets Scanned Per Game vs. Presbyterian Seating - Premium Total Tickets Sold on Secondary Market vs. Longwood vs. Kentucky Total Tickets Scanned Final Purchase via Ticketmaster Final Purchase via Salesforce vs. Georgia vs. East Tennessee State

Controllable Potential Attendance Influencers

Negatively Impact Attending Positively Impact Attending Initial Purchase via SFMC Length of Season Tickets Ticket is Resold Total Tickets Scanned Lifetime Attendance Percentage Final Purchase via Salesforce Total Tickets Scanned Per Game Clean Phone Number Seating - Premium Free Ticket Total Tickets Sold on Secondary Market Email Click Percentage Final Purchase via Ticketmaster Total Spent on Tickets Unknown Seating - Not Premium Initial Purchase via Ticketmaster Engagement Season Attendance Percentage Final Purchase via SFMC