

team marketing report

Team	Avg. Ticket	Pct. Change	Cheapest Available ¹	Beer ²	Soft Drink ²	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
New York Knicks	\$129.38	5.0%	\$10.00	\$8.75 ¹²	\$5.00 ²⁴	\$6.00	\$30.00	\$6.00	\$23.95	\$659.92	3.9%
Los Angeles Lakers	102.25	2.0%	10.00	8.50 ²⁰	5.25 ²¹	6.00	25.00	5.00	18.00	542.00	4.6%
Miami Heat	78.30	8.0%	10.00	8.00 ²⁴	5.00 ²⁴	7.00	35.00	15.00	15.00	472.20	6.1%
Chicago Bulls	77.65	8.0%	10.00	7.50 ¹⁶	5.50 ²⁴	6.00	25.00	5.00	25.00	456.60	7.0%
Boston Celtics	72.64	-0.4%	10.00	8.25 ¹⁶	5.50 ¹⁴	5.50	38.00	5.00	17.95	434.96	3.4%
Los Angeles Clippers	65.55	3.9%	10.00	8.50 ²⁰	5.25 ²¹	6.00	25.00	5.00	18.00	395.20	7.0%
Brooklyn Nets	60.50	12.3%	10.00	8.50 ¹⁶	5.00 ¹⁶	6.00	17.00	5.00	28.00	382.00	4.6%
Phoenix Suns	57.23	-0.1%	10.00	9.00 ²⁴	4.50 ²²	5.50	12.00	0.00	23.00	344.92	3.5%
San Antonio Spurs	57.25	-2.1%	11.00	5.00 ¹⁶	3.25 ¹⁶	3.00	15.00	0.00	30.00	339.00	2.5%
Houston Rockets	57.15	25.2%	11.00	7.25 ¹⁶	4.25 ²²	6.00	15.00	0.00	18.48	336.06	12.3%
NBA LEAGUE AVERAGE	52.50	3.1%	9.69	7.41¹⁸	4.49¹⁹	4.96	16.81	3.46	20.13	326.60	3.5%
Golden State Warriors	44.27	24.0%	10.00	7.00 ¹²	5.00 ²⁰	6.00	25.00	5.00	25.00	324.08	24.3%
Toronto Raptors ³	48.70	9.3%	9.38	6.98 ¹⁶	3.85 ¹⁴	5.20	19.19	4.80	23.98	321.63	0.1%
Dallas Mavericks	51.80	-4.0%	10.20	6.00 ¹⁸	4.00 ¹⁶	4.00	20.00	5.00	19.99	321.18	0.0%
Denver Nuggets*	53.15	-2.0%	10.00	6.75 ¹²	4.50 ¹⁶	4.75	10.00	5.00	18.00	319.10	-2.2%
Milwaukee Bucks	47.70	-2.1%	10.00	6.25 ¹⁶	4.75 ²⁰	4.75	18.00	5.00	20.00	309.30	-1.4%
Portland Trail Blazers	51.30	6.0%	10.00	7.00 ¹⁶	5.00 ¹⁶	6.00	13.00	0.00	15.99	308.18	-3.9%
Oklahoma City Thunder	51.35	8.9%	10.00	5.00 ¹⁶	3.00 ¹⁶	3.50	10.00	0.00	22.00	295.40	6.0%
Utah Jazz	44.50	2.3%	10.00	7.50 ²⁰	3.50 ²²	3.50	10.00	5.00	19.99	280.98	1.4%
Minnesota Timberwolves*	35.50	2.0%	4.00	9.50 ²⁰	5.00 ²⁴	5.00	15.00	5.00	23.99	273.98	4.9%
Cleveland Cavaliers	43.31	-8.1%	10.00	7.25 ¹²	3.50 ¹⁶	3.50	10.00	3.00	20.00	271.74	-5.5%
Sacramento Kings	43.32	0.0%	10.00	7.00 ²⁰	4.75 ¹⁶	4.00	10.00	0.00	18.00	268.28	0.0%
Philadelphia 76ers	39.25	0.0%	10.00	8.25 ²⁰	3.75 ¹⁶	5.00	12.00	5.00	17.95	266.40	2.3%
Orlando Magic	39.40	-4.3%	10.00	5.75 ¹⁶	4.25 ¹⁶	4.25	10.00	5.00	20.00	263.10	-0.8%
Detroit Pistons	40.10	0.0%	10.00	9.00 ²⁴	4.00 ²⁰	4.00	10.00	5.00	16.00	262.40	3.1%
Washington Wizards	30.31	-6.0%	10.00	8.00 ²⁴	5.00 ¹⁶	5.50	20.00	0.00	19.99	249.22	0.9%
Atlanta Hawks	35.26	1.5%	10.00	7.50 ²⁴	4.50 ²⁰	5.00	10.00	0.00	18.00	240.04	3.0%
Indiana Pacers	31.62	0.0%	5.00	7.25 ²⁰	4.50 ²⁴	5.25	10.00	0.00	18.69	227.36	6.8%
Memphis Grizzlies	30.04	1.9%	5.00	7.50 ¹⁶	4.00 ²⁰	4.00	15.00	0.00	15.00	212.16	-0.8%
New Orleans Pelicans	26.87	-10.0%	10.00	7.00 ²⁰	4.00 ¹²	4.00	15.00	0.00	20.00	208.48	-5.4%
Charlotte Bobcats	29.27	0.0%	10.00	6.50 ¹⁶	4.50 ²²	4.50	5.00	0.00	15.99	203.06	0.0%

Average ticket price represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each stadium. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average, and for the NBA, not included in the chart. Luxury suites are also excluded from the survey. Season-ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season tickets. Please e-mail TMR at jgreenberg@teammktg.com if you have any questions about the FCI. Historical information is available on our Web site, teammktg.com.

The Fan Cost Index® comprises the prices of four (4) average-price season tickets, two (2) cheapest draft beers, four (4) cheapest soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least-expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires, along with information provided on the teams' official Web site, or through outside sources. Identical questions were asked in all interviews.

Editor's note: This season, more than 1 million NBA tickets will be available for \$10 or less.

1. "Cheapest Available" refers to ticket prices posted on a team's Web site, or provided by the team. Tickets might not be part of a season ticket package.

2. Superscript numbers denote the ounces of the beverage.

3. The Toronto Raptors' prices were converted at a rate of 1CAD=.93183 USD. Last year, TMR used the rate of 1CAD=.97891.

Alley oop: NBA ticket prices on rise

NBA average ticket price up 3.1 percent to \$52.50, Total FCI up 3.5 percent to \$326.60

The average NBA ticket has increased by 3.1 percent to \$52.50, according to the 2013-14 Team Marketing Report NBA Fan Cost Index®.

The average Fan Cost Index® (FCI) number, the cost to take a family of four to a game, is up 3.5 percent to \$326.60.

Last season, the average ticket went up 3.5 percent and the FCI went up 4.4 percent, following a more stable increase during the previous, lockout-shortened season.

Team Marketing Report uses “**non-premium**” season ticket pricing for its survey. That excludes club seats, suites and floor seats.

The FCI comprises the price of four average-price tickets, two cheapest beers, four cheapest soft drinks, four hot dogs, parking for one car, two game programs and two least-expensive, adult-size hats.

Fifteen teams raised prices, on average, this season, compared to 14 last season. Ten teams showed decreases, compared to eight last season.

The biggest percentage increase this season came from the Houston Rockets at 25.2 percent, bringing their average ticket to \$57.15, and the Golden State Warriors at 24 percent to \$44.27.

The Rockets made the biggest summer splash by signing All-Star center Dwight Howard, while the Warriors are resurgent with a high-powered offense.

The Knicks, which had a horrid start to the season in refurbished Madison Square Garden, lead the NBA in average ticket price (\$129.38, a 5 percent increase) and FCI™ price (\$659.92).

The Los Angeles Lakers are second in ticket price (\$102.25, a 2 percent increase) and FCI™ (\$542) for the second consecutive year.

The two-time defending champion Miami Heat raised prices by 8 percent to stay at third in ticket price at \$78.30 and third in

FCI (\$472.20) for another year. The Heat have raised ticket prices by nearly 30 percent in the past three seasons after landing LeBron James.

The Chicago Bulls, which lost superstar Derrick Rose for the second straight season to a knee injury, raised prices by eight percent for an average of \$77.65, the fourth-highest in the NBA. Their FCI of \$456.60 is also fourth-highest.

The rebuilding Boston Celtics have the fifth-highest ticket price, down 0.4 percent to \$72.64, and the fifth-highest FCI at \$434.96.

With few familiar faces and no shot at a long playoff run, the Celtics even added a family plan (see Table I).

The cheapest ticket price (\$26.87) is in New Orleans and the cheapest FCI (\$203.06) belongs to the Charlotte Bobcats.

The best value in the NBA is in Indiana. The Pacers, the only threat to Miami in the Eastern Conference, kept ticket prices flat with an average

of \$31.62, the fifth-lowest price. Their FCI went up 6.8 percent, but is still the fourth-cheapest at \$227.36.

NBA teams are required to offer 500 tickets for \$10 every game, though they don't have to be part of season ticket plans. The league reports there are more than 1 million tickets for \$10 or less this season.

Table I—2013-14 NBA deals

Team	Price	Package Details
Atlanta Hawks	\$84	Chick-fil-A family night: 4 tickets, 4 combo meal vouchers
Boston Celtics	\$79	Club Green Family Packs: 4 tickets, 2 kids club memberships, \$20 F&B, gift
Charlotte Bobcats	\$45	Sprite Family Package: 3 tickets, \$15 credit for food or team store
Cleveland Cavaliers	\$34	All You Can Eat Seats: Hot dogs, nachos, chips, popcorn, soda
Dallas Mavericks	\$150	Plaza Package: Two lower level seats, 2 Mavs hats
Detroit Pistons	\$20	Twosdays: 2 tickets for \$20, 2-for-1 deals on concessions and merchandise
Golden State Warriors	varies	Wienerschnitzel Dynamic Deal: Game by game discounted offers
Indiana Pacers	\$13	Two for Tuesdays: Buy One, Get One Free on tickets, starting at \$13
Miami Heat	\$150	Papa John's Family Meal Deal, 4 tix, 4 personal pizzas, 4 drinks, pizza coupon
Minnesota Timberwolves	\$18	Ladies Night Out: Ticket, beer, wine or soda, digital copy of HBO's "Girls."
Orlando Magic	\$29	Friday Night Magic: Ticket, dinner, beer/soda, starting at \$29
Philadelphia 76ers	\$1	\$1 hot dog and pretzel special nights
Phoenix Suns	\$5	College Nights: Tickets starting at \$5 for college students
Utah Jazz	\$18	Family Night: Buy 6 tickets, starting at \$18, get 6 free hot dogs,
Washington Wizards	\$59	Family Fun Pack: 4 tickets, 4 hats, 4 24 oz Pepsi products