



Princeton Panthers Ticket Pricing Proposal 2022-23

2021-22 Pricing Analysis

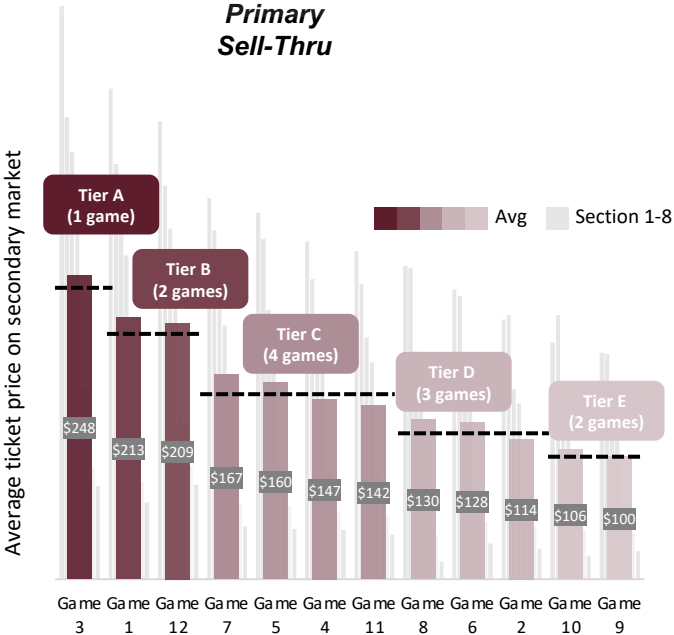
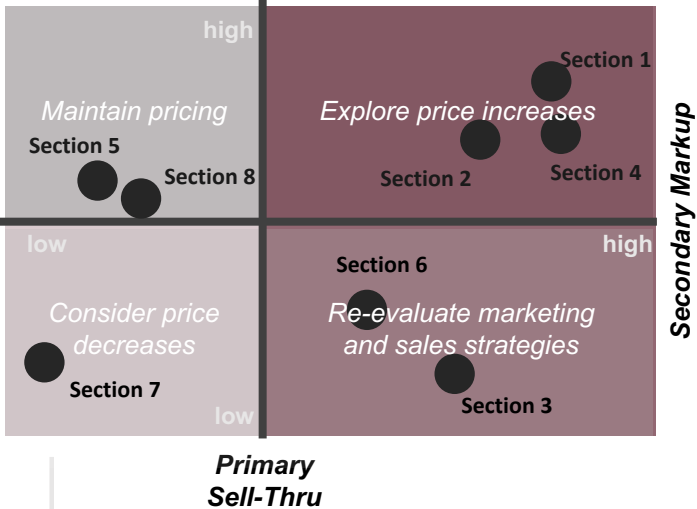
Section	Primary Price	Primary Sell-Thru	Avg Secondary Price	Secondary Markup
1	\$150	81%	\$216	44%
2	\$200	71%	\$266	33%
3	\$150	31%	\$194	29%
4	\$200	72%	\$291	45%
5	\$125	64%	\$94	-25%
6	\$50	42%	\$58	16%
7	\$125	33%	\$83	-33%
8	\$50	61%	\$41	-18%
Avg	\$131	57%	\$155	-

Primary price and sales: There are **four primary price tiers** across all the eight sections (\$50, \$125, \$150, \$200). Compared to the **average primary sell-through 57%**, **five sections (1, 2, 4, 5, 8) perform well in primary sales (above average)**, while **three sections (3, 6, 7) are bad (below average)**.

Secondary markup: **Five sections (1, 2, 3, 4, 6) have their secondary prices increased** from primary prices, while **three sections (5, 7, 8) see a decrease**.

Game tiers: No

Recommendations for 2022-23 Season



Pricing for sections: By putting **primary sell-thru** and **secondary markup** of each section into a hollistic analysis and comparing them with **average primary sell-thru (57%)** and **0% secondary markup**, the Panthers should: **explore prices increases in sections 1, 2, and 4; consider price decreases in section 7; maintain pricing in sections 5 and 8; and re-evaluate marketing and sales strategies for sections 3 and 6.**

Game tiers: By analyzing the average secondary price of each game, the Panthers' could create **five game tiers** for the new season. The complete ticket pricing proposal 2022-23 for each game and each section is as follows:

		Avg	↑	↑	—	↑	=	—	↓	=
		Avg	Section 1	Section 2	Section 3	Section 4	Section 5	Section 6	Section 7	Section 8
Primary price 2021-22		\$131	\$150	\$200	\$150	\$200	\$125	\$50	\$125	\$50
Avg 2022-23		\$150	\$200	\$250	\$188	\$263	\$120	\$56	\$75	\$50
Tier A	Game 3	\$240	\$320	\$400	\$300	\$420	\$190	\$90	\$120	\$80
	Game 1	\$200	\$267	\$333	\$250	\$350	\$158	\$75	\$100	\$67
Tier B	Game 12	\$200	\$267	\$333	\$250	\$350	\$158	\$75	\$100	\$67
	Game 7	\$150	\$200	\$250	\$188	\$263	\$119	\$56	\$75	\$50
Tier C	Game 5	\$150	\$200	\$250	\$188	\$263	\$119	\$56	\$75	\$50
	Game 4	\$150	\$200	\$250	\$188	\$263	\$119	\$56	\$75	\$50
	Game 11	\$150	\$200	\$250	\$188	\$263	\$119	\$56	\$75	\$50
Tier D	Game 8	\$120	\$160	\$200	\$150	\$210	\$95	\$45	\$60	\$40
	Game 6	\$120	\$160	\$200	\$150	\$210	\$95	\$45	\$60	\$40
	Game 2	\$120	\$160	\$200	\$150	\$210	\$95	\$45	\$60	\$40
Tier E	Game 10	\$100	\$133	\$167	\$125	\$175	\$79	\$38	\$50	\$33
	Game 9	\$100	\$133	\$167	\$125	\$175	\$79	\$38	\$50	\$33