



# NEW ATLANTA STADIUM

## RESERVE SEAT PSL MARKETING PLAN 6.2.15





# NEW ATLANTA STADIUM

## CLUB SEAT SALES



- \$77 million contracted revenue
- Tracking ahead of plan
- Over 54% sold through on club seats in just over 3 ½ months
- Based on previous projects at the equivalent point, we're very pleased with where we are today.
- Numbers are very encouraging considering we've only met a small portion of the season ticket base.
- 94% sold through home side Founders Club seats (\$45K PSL)
- 65% sold through all of Founder Club seats (\$45K PSL)
- 98% sold through of Piedmont Club seats (\$10K PSL). Home side Piedmont Club seats are sold out.





# NEW ATLANTA STADIUM

## PSL STAFF UPDATE



- Twenty-five full-time Premium Sales Executives
- Three full-time Premium Service Executives
- Two Sales Managers
- One Vice President of Sales & Service





# NEW ATLANTA STADIUM

## PERSONAL SEAT LICENSE



### Pricing Research

- Studied many newer stadiums across the U.S. in all different sports (Levi's Stadium, AT&T Stadium, MetLife Stadium, etc.) to gather both unique design features and numerous pricing structures.
- Convention, Sports & Leisure International (CSL) and Legends worked through a series of phone interviews and focus groups comprised of local corporations, individuals and season ticket holders. The questions focused on what people are willing to pay for PSLs in different areas and their perceived value.
- CSL and Legends went a step further by targeting and meeting season ticket holders who will be allocated in specific sections of the New Stadium to test anticipated pricing live. By doing so we gained immediate feedback on anticipated price structure and finance options.
- As part of the market research, Legends selected a limited group of individual prospects and tested the marketing plan live. We gained immediate feedback that has become critical to the style of the presentation, value of the seats and pricing.



# NEW ATLANTA STADIUM

## WHAT IS A PERSONAL SEAT LICENSE?



### Personal Seat License (PSL) Overview

- A Personal Seat License, or PSL, is a one-time fee and a common form of financing for building new stadiums or undergoing large-scale renovations of sporting venues.
- You have the right to own your PSL through the term of the stadium lease (minimum of 30 years).
- As a PSL owner, you have exclusive opportunities to purchase tickets to other events hosted at the new stadium prior to the general public.
- Season ticket holders have the right to sell or transfer their PSL to a member of their immediate family or to a third party. Details of the transfer process is outlined in the PSL agreement.
- Customers can choose to pay for their PSL in full before the stadium opens, pay their PSL in three installments before the stadium opens (interest free), or select a financing plan to spread the payment over ten years.
- Additional benefits may include the right to purchase Falcons single game tickets and receive discounts at certain stadium retail outlets.
- PSL proceeds go directly to fund a portion of construction of the new Atlanta stadium.



# NEW ATLANTA STADIUM

## RESERVE SEAT INFORMATION



- Reserve seat PSL prices range from \$500 to \$5,500
- 87% of reserve seats have a PSL valued at \$3,500 or less
- 60% of reserve seats have a PSL of \$2500 or less
- The average PSL price is \$2,500

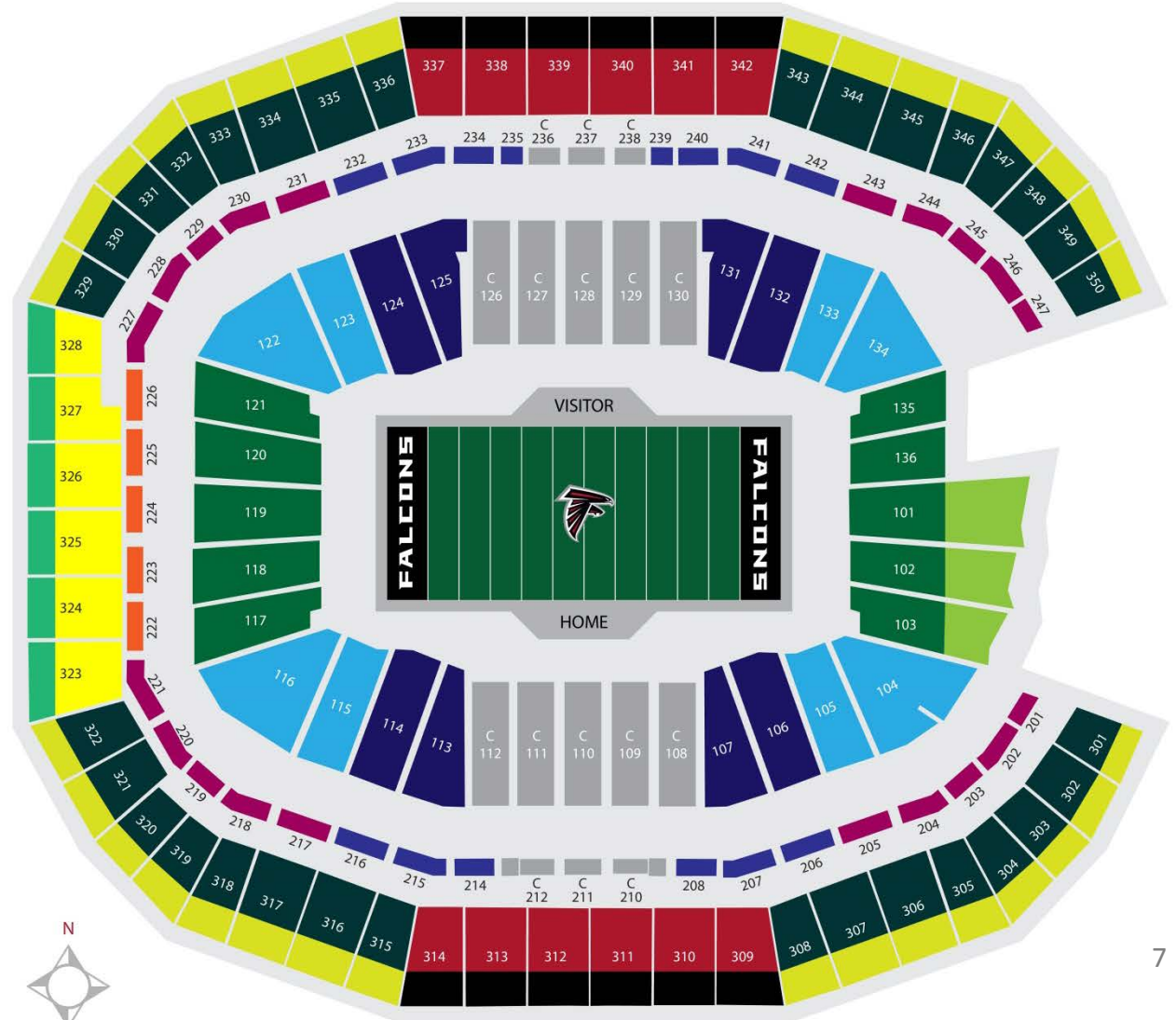




# NEW ATLANTA STADIUM RESERVE SEAT PRICING MAP



PSL COST	
<b>LOWER LEVEL</b>	
	\$5,500
	\$3,500
	\$3,000
	\$2,500
<b>MEZZANINE LEVEL</b>	
	\$5,500
	\$2,500
	\$2,500
<b>UPPER BOWL</b>	
	\$2,000
	\$1,750
	\$1,500
	\$1,250
	\$500
	\$500



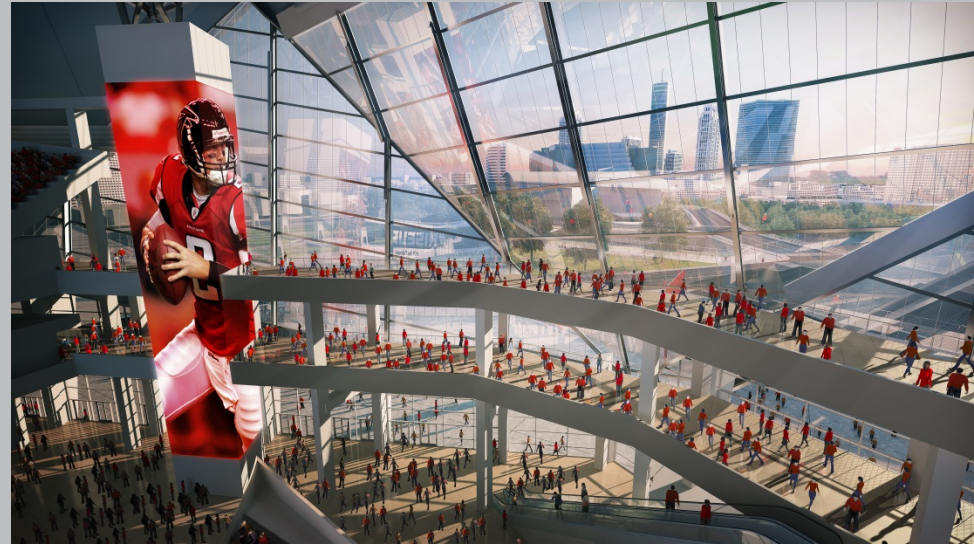


# NEW ATLANTA STADIUM

## AMENITIES FOR ALL LEVELS



- Wider Concourses
- 360° Access on Every Level
- Premium Amenities on All Levels
- More Restrooms
- More Escalators
- Guaranteed Access to Purchase Falcons Playoff Tickets
- Unlimited Views of the 64,000 SF HD Video Halo Board
- Access to the NFL's First 100-Yard Bar (South Upper Concourse)
- Improved Food & Beverage Variety and Fan-First Pricing with 65% More Points of Sale
- Opportunity to Purchase Tickets to Certain Stadium Events Prior to the General Public
- Option to Purchase Parking







# NEW ATLANTA STADIUM

## PSL PAYMENT TERMS



### OPTION 1

#### *(Single Payment Option)*

- The customer pays their entire PSL cost upfront.

### OPTION 2

#### *(Equal Payment Option)*

- The customer pays their entire PSL cost in equal installments.
- Installments vary depending on when they purchase.
- Option to pay the PSL interest free prior to March 1, 2017

#### **Example 2015 Buyer:**

- 33% of entire PSL cost due at time of purchase
- 33% of entire PSL cost due February 29, 2016
- 34% of entire PSL cost due February 28, 2017

### OPTION 3

#### *(Finance Option)*

- Option to finance PSL over 10 years with no pre-payment penalty.
- Down payment percentage based on when they purchase

#### **Example 2015 Buyer:**

- 10% down payment due at time of purchase
- 10% down payment due February 29, 2016
- 10% down payment due February 28, 2017
- First PSL financed installment of the remaining 70% due on or before February 28, 2018
- Fixed 8.5% interest rate



# NEW ATLANTA STADIUM

## PSL PAYMENT EXAMPLE



SEAT TYPE	NO. SEATS	PSL PRICE PER SEAT	DUE AT SIGNING
RESERVE 300 LEVEL	1	\$500	\$50





# NEW ATLANTA STADIUM

## RESERVE SEAT RELOCATION PROCESS



**JUNE 2, 2015 – OCTOBER 2015**

All Reserve Seat overlay accounts have the opportunity to purchase their allocated seats in this order.

- 100 Level Accounts
- 200 Level Accounts
- 300 Level Accounts

\*Beginning late October, we will move on to Reserve Seat alternative selection, seat add-ons/upgrades, and new stadium waitlist accounts.



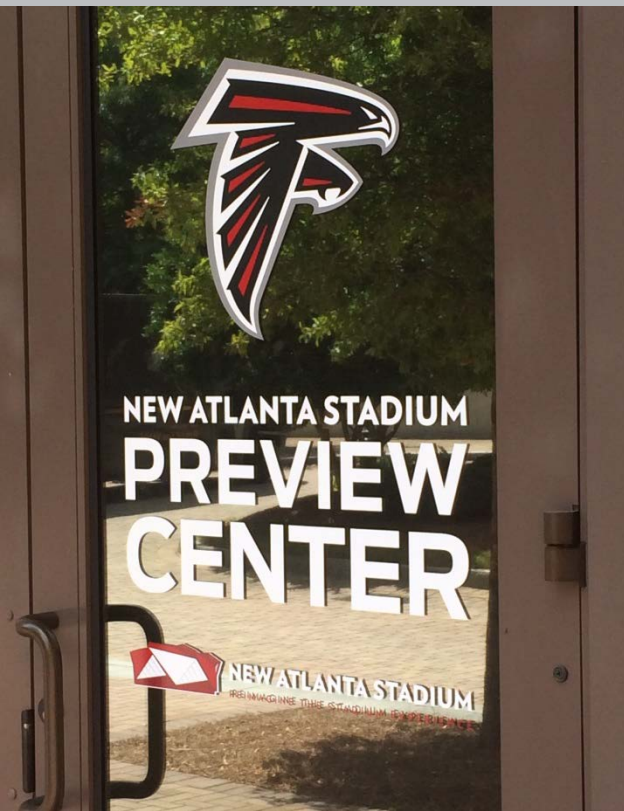


# NEW ATLANTA STADIUM

## APPOINTMENT STATISTICS



- Five available meeting times in 45-minute increments
- Ability to host 10 meetings per hour (not including overflow space)
- Ability to host 80 meetings per day



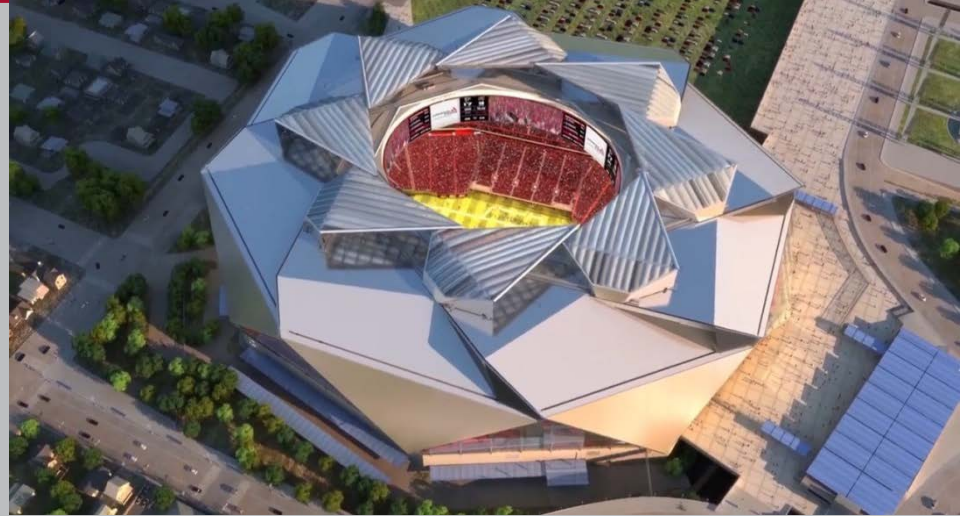


# NEW ATLANTA STADIUM

## PSL PROGRAM RECAP



- Club Seat PSL sales tracking ahead of plan
- Reserve Seat PSL pricing fulfills commitment of ensuring the community at large can attend games
- 13 price ranges offer broad range of options for buyers at all levels
- Flexible financing options suit a variety of needs





# NEW ATLANTA STADIUM PREVIEW CENTER



3284 NORTHSIDE PARKWAY, NW  
SUITE 100  
ATLANTA, GA 30327