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BASKETBALL

PREMIUM SEATING STRATEGY





WHY NOW?

A NEW LANDSCAPE IN COLLEGE BASKETBALL

REVENUE SHARING HAS REWRITTEN THE COST STRUCTURE

- The House v. NCAA settlement mandates \$20.5M annually in athlete revenue sharing (rising to ~\$32M by 2035), creating a permanent structural expense that must be offset by scalable, high-margin revenue streams

PREMIUM IS THE HIGHEST-LEVERAGE REVENUE SEGMENT

- In high-level sports, 15–20% of premium attendees generate ~50% of total stadium revenue, making premium inventory the most impactful lever for margin expansion.

CONFERENCE REVENUES ARE GROWING (BUT SO ARE OBLIGATIONS)

- SEC distributions reached \$1.03B in FY25 (~\$72.4M per school), yet new athlete compensation requirements compress flexibility and shift focus from volume growth to yield optimization.

LEADING PROGRAMS ARE ALREADY REORGANIZING

- Kentucky's launch of Champions Blue LLC signals a transition toward formalized revenue architecture centered on premium seating, amenities, and commercial ventures.

VIP EXPERINCES

FULL A LA CARTE EXPERIENCE LADDER



UNSTRUCTURED/TEMPORARY

MULTI-TEIR PERMENANT

PREMIUM SEATING



Ole Miss

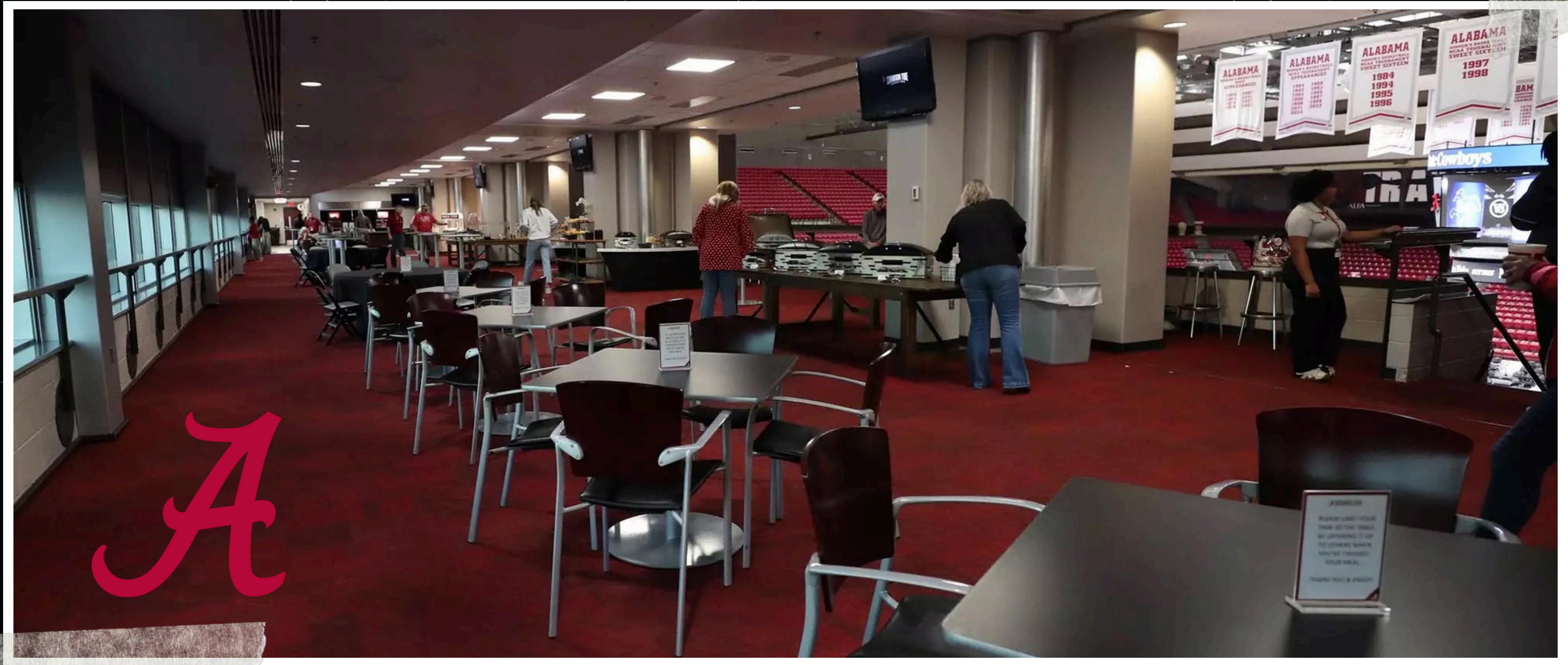


NO GAME DAY AD-ONS

SEC LANDSCAPE

THE HAVES AND
THE HAVE NOTS

THE BASELINE



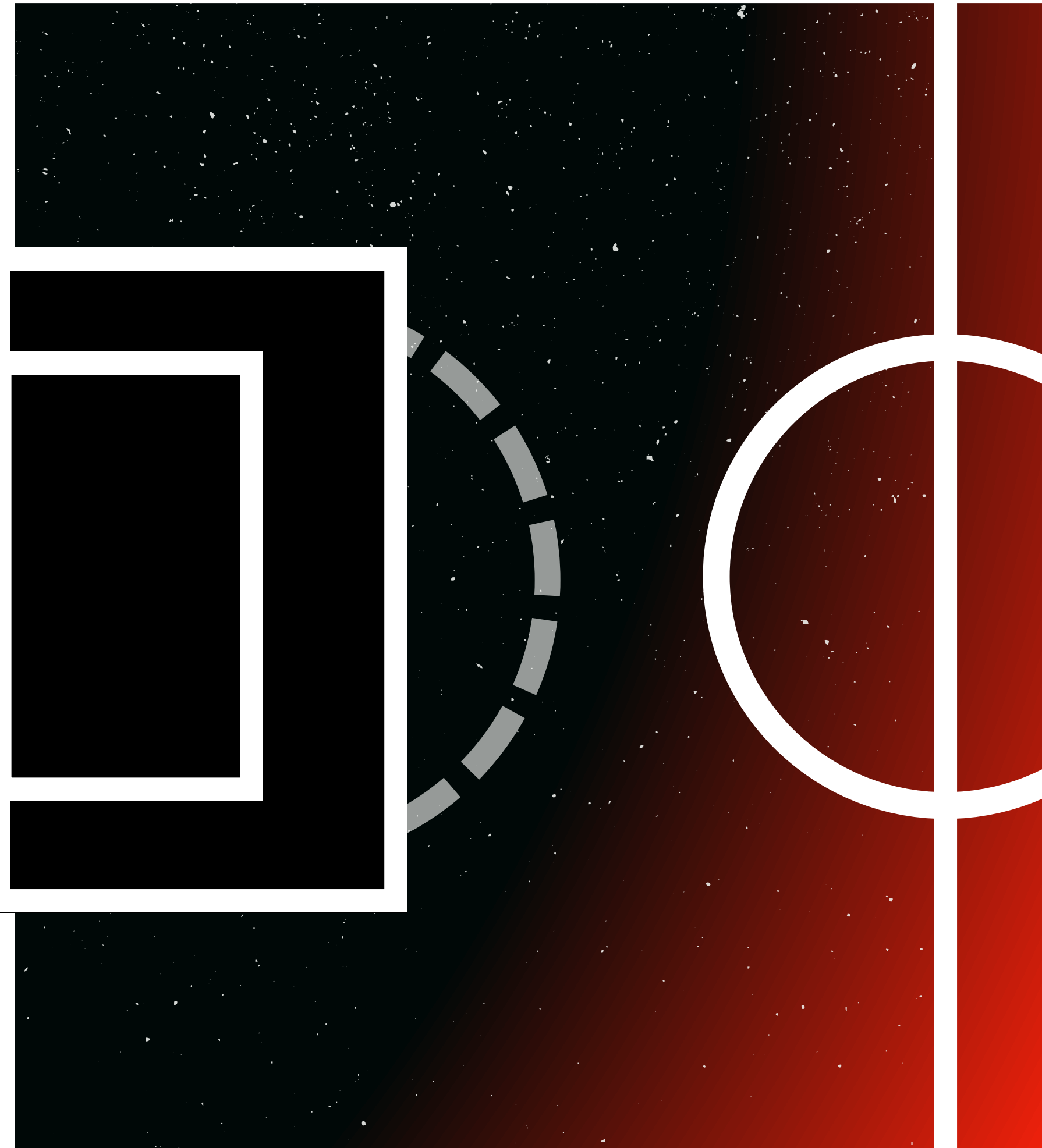
Coleman Coliseum



THE GOLD STANDARD

HOW TO WIN: THINK LIKE A FAN

**DONOR PRIORITY SYSTEMS
ALUMNI DENSITY AND TRIBAL IDENTITY
ARENA RENOVATION CYCLE**



THINK LIKE A FAN

THE GOLD STANDARD

THREE SEC BASKETBALL PROGRAMS ARE SETTING THE CONFERENCE BENCHMARK FOR PREMIUM REVENUE ARCHITECTURE, PRICING SOPHISTICATION, AND DEMAND EXECUTION.

TEXAS – MOODY CENTER

44 suites and 2000 club seats at ~\$340K on 7-10 year terms, ~\$9M in annual concert membership

AUBURN – NEVILLE ARENA

Tiered premium structure ranging from ~\$1,500 to ~\$9,000

OLE MISS – SANDY & JOHN BLACK PAVILION

Structured tiered pricing with a 25-35% discount for donation-contract commitments



Moody Center

THINK LIKE A FAN

RENOVATION ROI

PREMIUM REVENUE GROWTH ACROSS THE SEC IS INCREASINGLY TIED TO RENOVATION-DRIVEN INVENTORY EXPANSION, BUT EXECUTION VARIES WIDELY.

MISSISSIPPI STATE – RENOVATION REALIZED

\$34.5M Humphrey Coliseum renovation (2023) introduced 580 club seats, 80 loge seats, 160 terrace seats, and a 6,000 SF sideline-to-sideline club

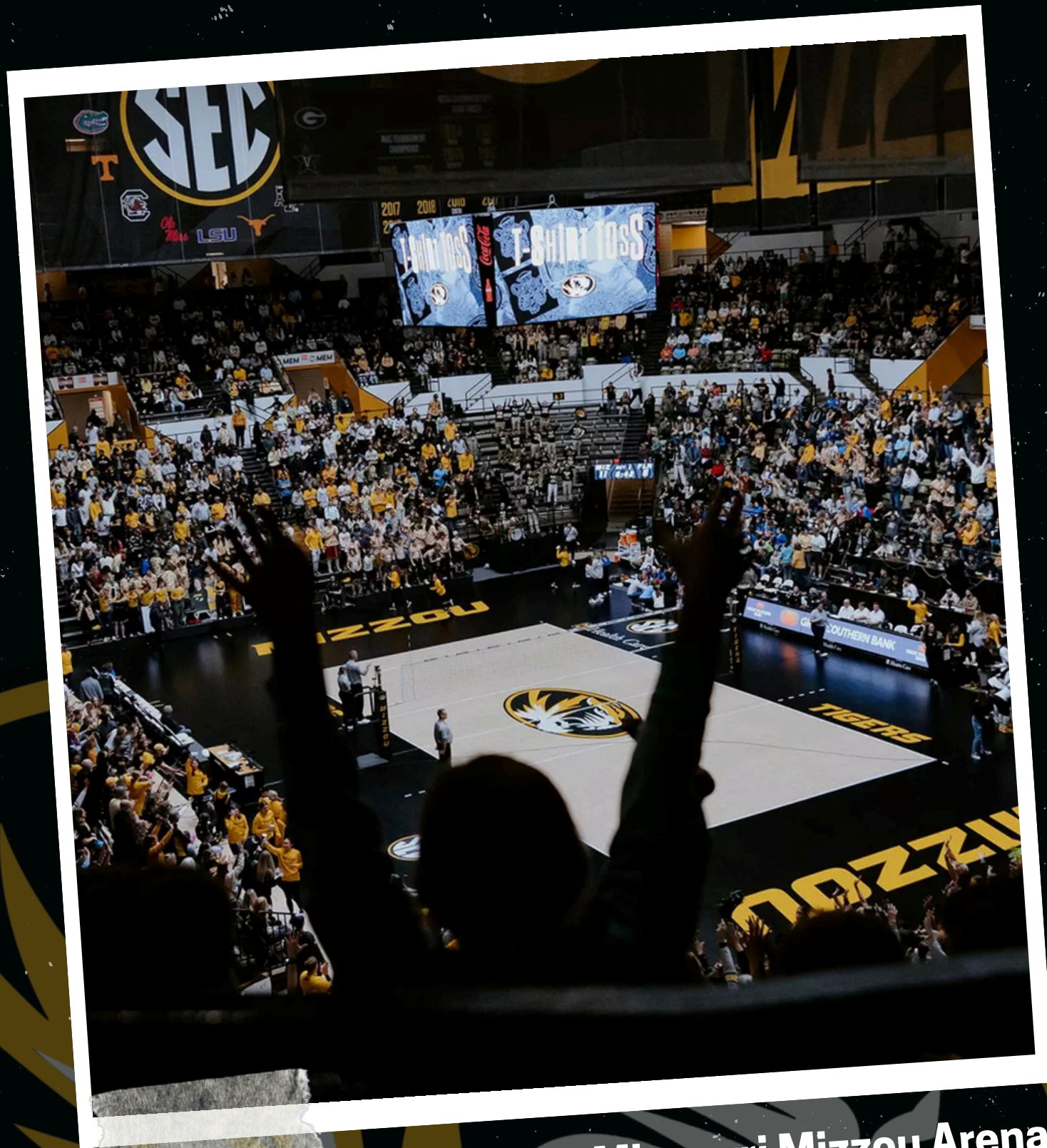
ALABAMA – TRANSITIONING TO MODERN INFRASTRUCTURE

\$59M practice facility expansion underway and Board-approved \$183M, 10,130-seat competition-only arena

LSU – NEW ARENA IN UNCERTAINTY

Proposed \$350-400M arena to replace Pete Maravich Assembly Center (PMAC) faces delay.





Missouri Mizzou Arena

THINK LIKE A FAN

THE NEXT GEN FAN

EXPERIENCE DRIVES ATTENDANCE

- Younger fans are 1.4x more likely to attend and spend; about \$70 more per ticket

ENGAGEMENT GAPS CREATE MONETIZATION WINDOWS

- Gen Z is 3.5x more likely to cite game length negatively and 46% more likely to cite downtime
- 58% of in-venue fans want enhanced stats and replay access, rising to about 70% among Gen Z and Millennials

WILLINGNESS TO PAY IS CONCENTRATED

- 42% of high-income fans would spend \$250 or more for premium hospitality; 25% would spend \$500 or more
- 85% of Millennials identify as die-hard or regular fans and lead in purchasing intent

THINK LIKE A FAN

HOW AUBURN'S VIP MENU PROVES THE MODEL

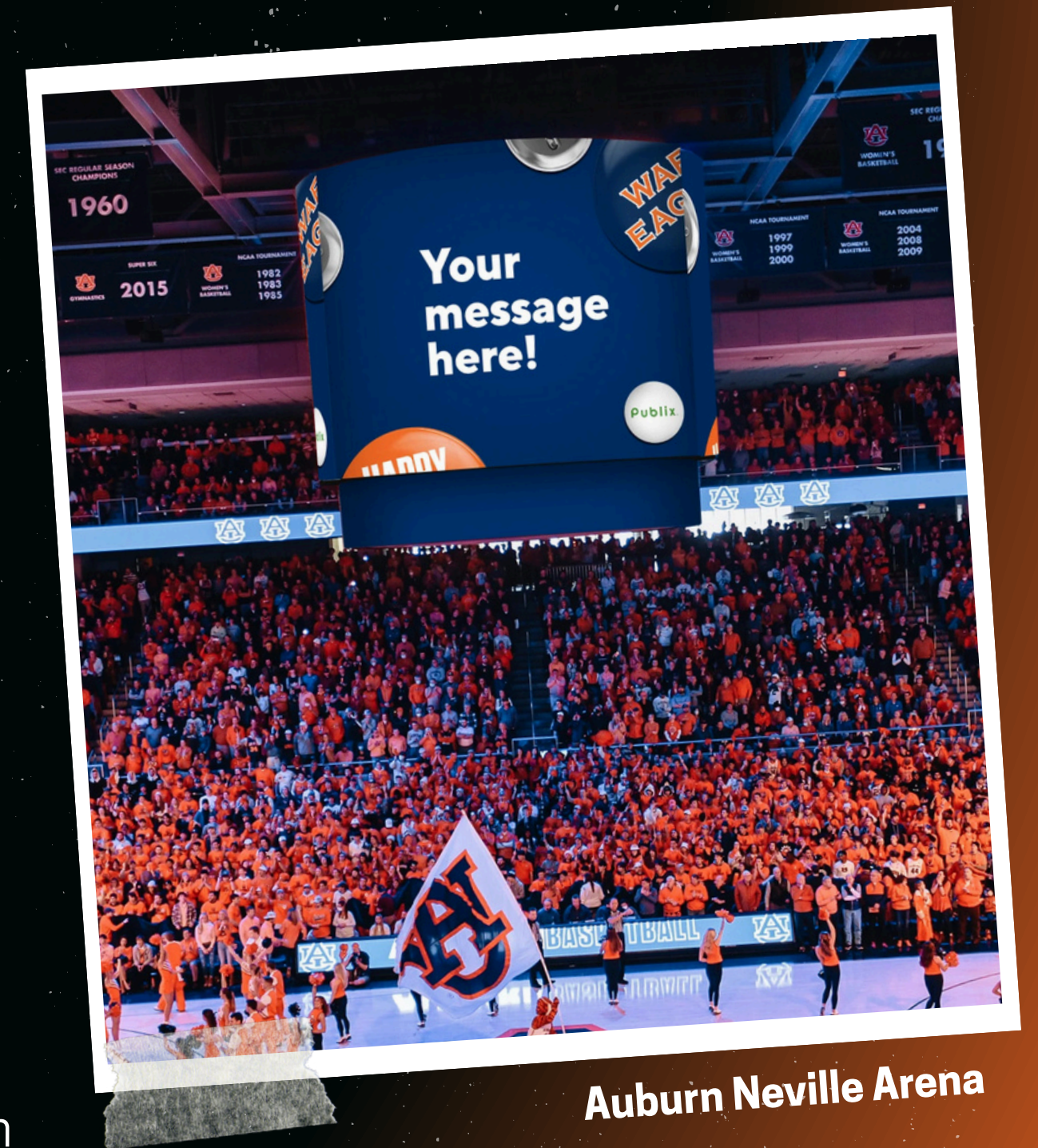
IN ADDITION TO TRADITIONAL SUITES, AUBURN INCLUDES SEVEN SOLD-OUT CLUB TIERS (\$1,500-\$9,000/SEAT), SUPPLEMENTED BY PER-GAME VIP EXPERIENCES FOR INCREMENTAL REVENUE

Per-Game Experiential Add-Ons

- \$125 – Meet and Greet the Coach
- \$120 – Take the Court with Starting Lineups
- \$95 – Tunnel Entrance
- \$90 – Pregame Warmups from the Bench
- \$70 to \$80 – Postgame Mid-Court Photos
- \$100 – Videoboard Message

Why It Works

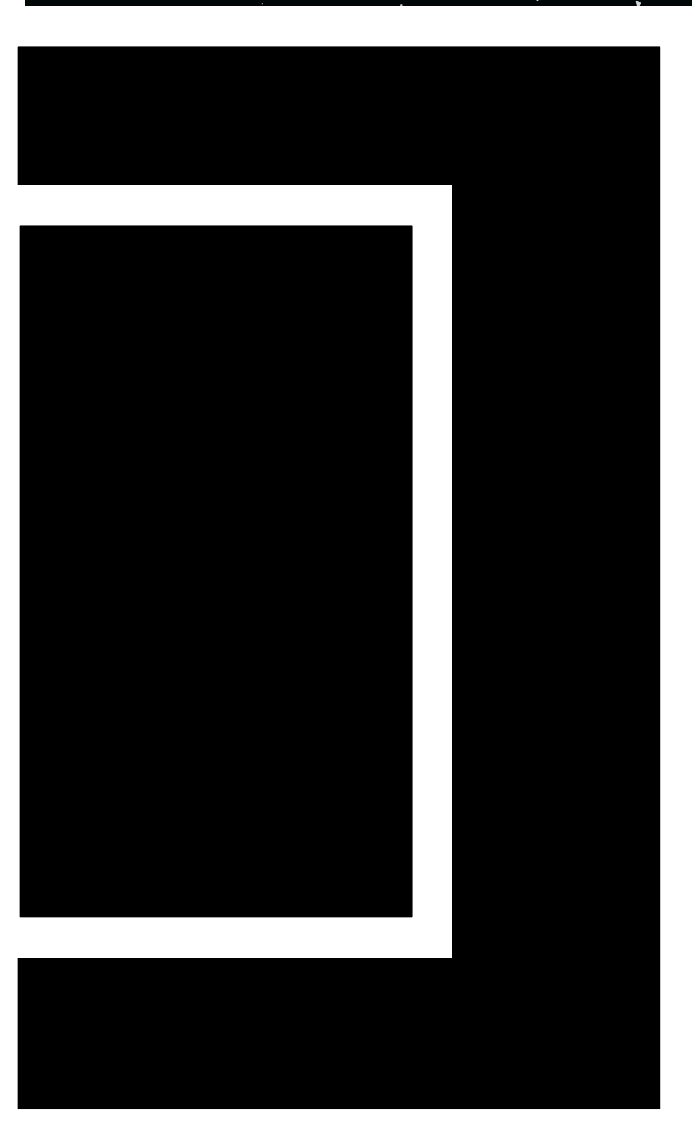
- Highly shareable, social-first moments
- Minimal incremental cost to deliver and scale without construction
- Directly aligned with the 62% of younger fans seeking unique and memorable experiences



Auburn Neville Arena

WHERE TO PLAY: THE BASELINE

FUNDAMENTALS



PRICING & PACKAGING

SEC programs deploy three distinct pricing architectures, each with different revenue and segmentation implications.

Model A – Donation-Linked Access

Premium seat access requires athletic foundation contributions in addition to ticket purchase. Creates a two-part pricing structure where total price equals donation plus seat cost, incentivizing long-term commitment and donor conversion.

Examples: Ole Miss, Oklahoma, Kentucky, Auburn

Model B – All-Inclusive Hospitality

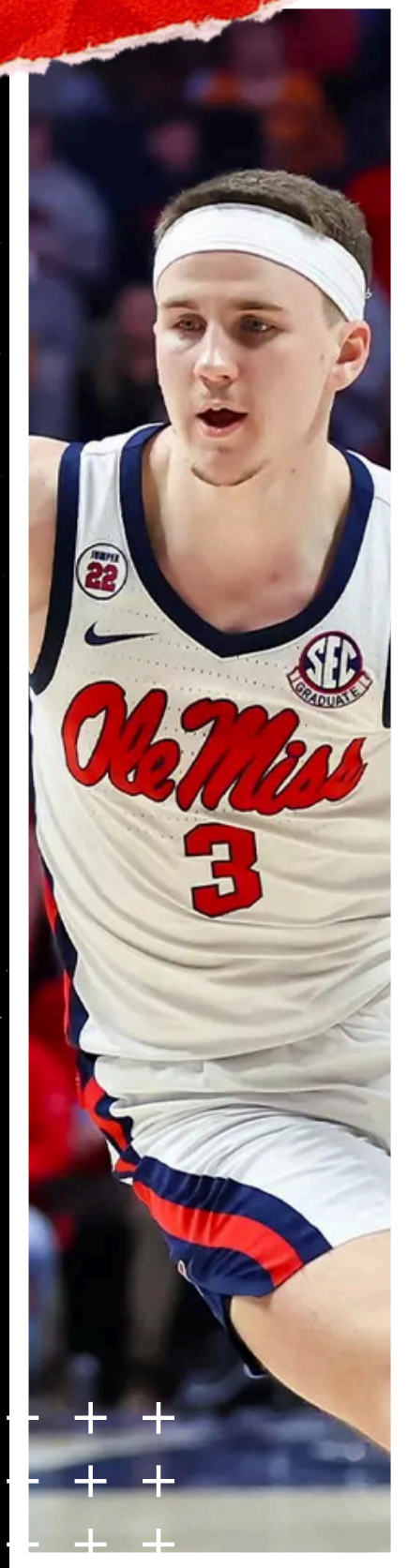
Single bundled fee includes seat and food and beverage. Simplifies pricing but often limits tier depth and pricing upside.

Examples: Alabama Club Room, Florida Courtside Club

Model C – Per-Game Experiential

No long-term commitment required. Access-based pricing for specific moments such as tunnel walks and meet-and-greets. Low barrier to entry and highly aligned with younger fan demand.

Example: Auburn VIP Menu



CONSUMER DRIVEN VALUE

Cross-segment themes:

Exclusivity | Access | Hospitality Quality | Identity/Affiliation | Friction Elimination

Corporate/B2B Buyers → Hosting utility, prestige signaling

High-Net-Worth Alumni & Donors → Priority access, legacy, recognition

Status-Seeking Superfans → Proximity, on-camera visibility, scarcity

Social/Family Premium → Comfort, convenience, F&B quality

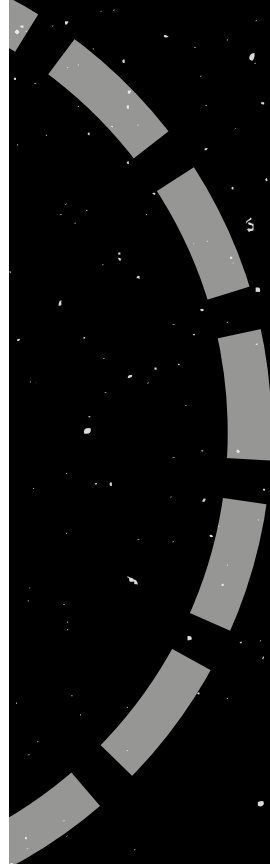
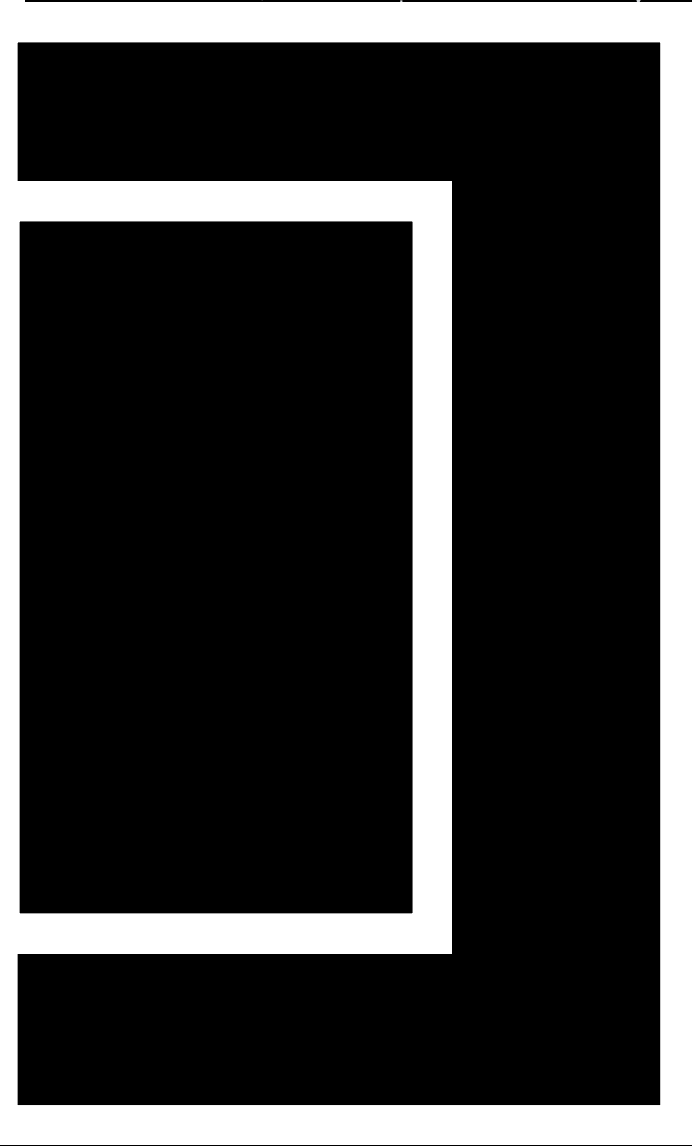
NIL-Adjacent/Institutional → Influence ecosystem, recruiting leverage

Younger Affluent Experience Buyers → Atmosphere, flexibility, surprise & delight

School	Inventory	Pricing	Renovation	Segmentation	Upside
Texas (Moody)	★★★★★	★★★★★	★★★★★	★★★★	★★★★★
Auburn	★★★★	★★★★	★★★★	★★★★	★★★★
Missouri	★★★★	★★★★	★★★★	★★★★	★★★★
Ole Miss	★★★	★★★★	★★★	★★★	★★★
Miss. State	★★★	★★★★	★★★★	★★	★★★★
Alabama	★	★	★★	★	★★★★★
LSU	★	★	★	★	★★★★
Vanderbilt	★	★	★	★	★★★
Arkansas	★	★	★	★	★★

PROGRAM MATURITY

RECOMENDATIONS



01

DEPLOY VIP EXPERIENCES IMMEDIATELY

Every have-not school can launch Auburn-style per-game experiences within one season.

\$50–\$125 per add-on. Targets younger fans, creates shareable content, generates \$500K–\$1M+ per season with no construction.



Missouri Mizzou Arena

02

SEPARATE DONATION FROM TICKET IN PRICING COMMUNICATION

Most SEC programs bundle donation requirements and ticket prices, making true cost opaque.

Eventellect should help schools present “total cost of ownership” transparently, which academic research shows most departments lack.



UK Rupp Arena

Auburn Neville Arena



LSU Women's Basketball



03 BUILD TIERED PREMIUM ARCHITECTURE

No school should have a single premium product.

Minimum 3 tiers:

- (a) Per-game experiential (\$50-\$150),
- (b) Mid-tier club/membership (\$1,000-\$3,000/season),
- (c) Premium courtside/suite (\$5,000+).

04 PRIORITIZE WOMEN'S BASKETBALL PREMIUM

Current WBB premium pricing is 30-50% of MBB across SEC especially at schools like LSU, SC, and Tennessee who have fan backing. This is undermonetized. Quick win: launch WBB-specific VIP packages immediately.

MAKE IT HAPPEN

School	Inventory	Pricing	Renovation	Segmentation	Upside
Alabama	★	★	★★	★	★★★★★

Coleman Coliseum Club Room

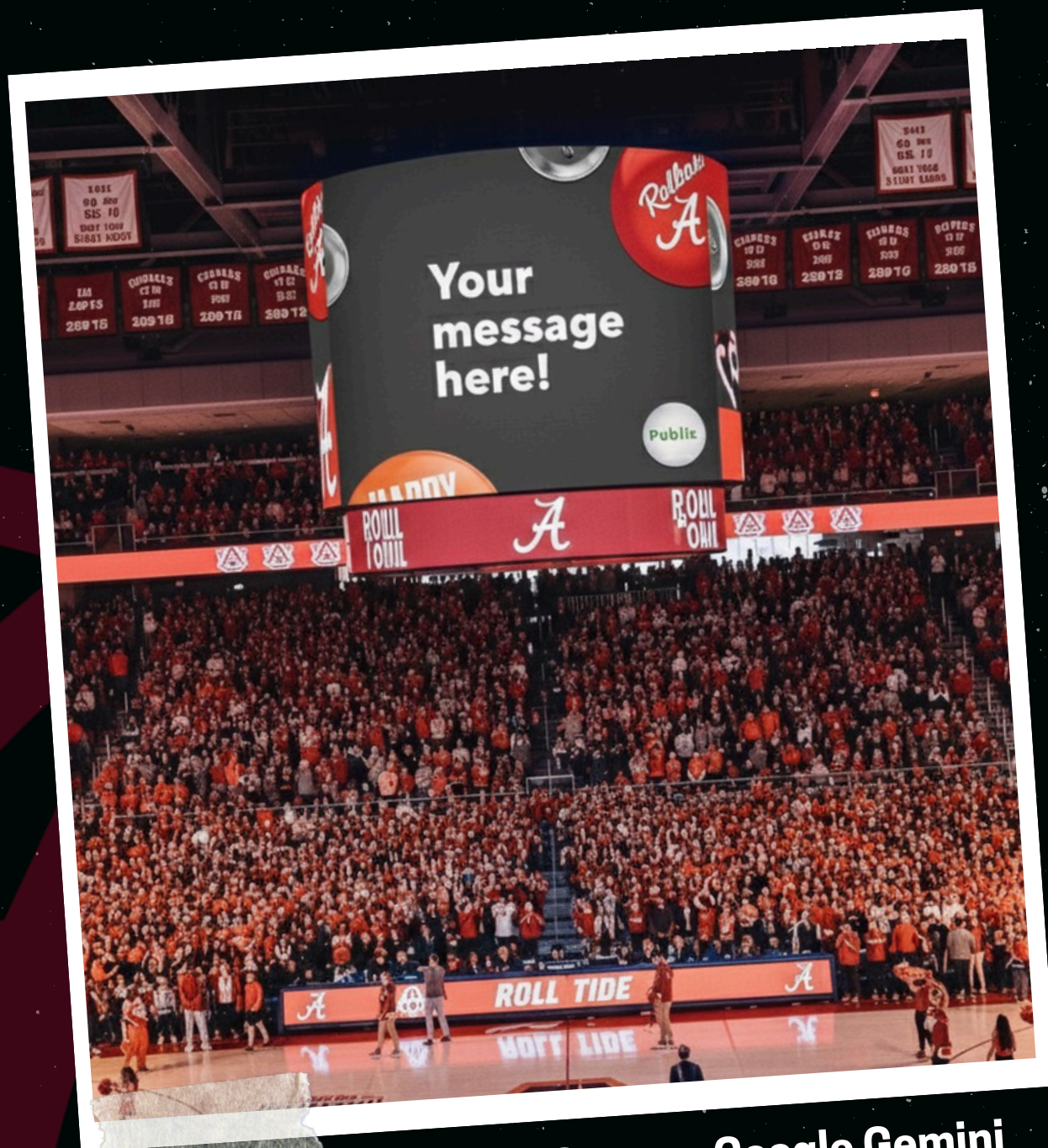
5,200 sq ft hospitality space on the third level, east side. Complimentary food and non-alcoholic beverages; beer and wine available for purchase. Opens 90 minutes pre-tipoff through end of halftime.

Access Limited

- Season passes are \$1,000 each and currently sold out.
- Allocated by Tide Totals priority points. Also used for gymnastics.
- Single-game passes are available for select women's basketball games at \$30/person.

MAKE IT HAPPEN

EXPAND THE FUNNEL QUICKLY



Source: Google Gemini

Game Worth Experiencing Up Close

- Exciting play all before the big arenas of March Madness
 - 21-7 overall
 - #4 in the SEC @ 11-4
- Big Wins at Home
 - 100-75 v Mississippi 02/25
 - 117-115 v Arkansas 02/18
 - 92-88 v South Carolina 02/14

Flat Fees for Easy Adoption

- \$100 – Meet and Greet the Coach
- \$100 – Take the Court with Starting Lineups
- \$100 – Tunnel Entrance
- \$100 – Pregame Warmups from the Bench
- \$65 to \$75 – Postgame Mid-Court Photos
- \$100 – Videoboard Message

MAKE IT HAPPEN

REPLICATE AT SCALE: DRAFTED FOR A DAY

What: Fans can sign a one-day contract and experience game day as part of the men's or women's team:

- Wear the team jersey
- Sit on the bench
- Join team huddles
- Access the locker room
- Experience what a real recruit does
- And more

How: Fans can buy-in raffle-style to be selected as the "Draft of the Day"

- Price: \$100 buy in
- Frequency: A winner is selected each time the running total reaches \$50K, allowing for multiple winners throughout the season



Source: ChatGPT

**THANK YOU AND
QUESTIONS?**



Source: ESPN

UNSTOPPABLE