FGT Front Gate Tickets™ + LYTE

Own Your Secondary Market

The Front Gate (FGT) integration with Lyte empowers promoters to launch branded, secure ticket exchanges for their non-RFID event. Through FGT's technology and the Lyte platform, fans have the ability to request and return official event tickets safely and seamlessly, all while creating an additional revenue stream and increasing data collection for you. With FGT and Lyte, you can own over 75% of market share even after a sell out and provide significant fan savings to attend your event.

Why Lyte?

More Revenue

- Capture incremental ticketing revenue
- Fill empty seats and increase onsite sales

More Data

- Get real-time analytics
- After market demand
- Fan emails for future outreach

More Fans

- Capture all of the customers lost to secondary market
- Know who is attending your event

Happy Fans

- Give your patrons real tickets at fair prices

Festivals Using Lyte

BOTTLEROCK MUSIC • FOOD NAPA VALLEY WINE • BREW

JUNE 13-15 2019 HEADWATERS COUNTRY JAM THREE FORKS MONTANA

Durango BLUES TRAIN COLORADO

ELECTRIC FOREST

TELLURIDE BLUES & BREWS FESTIVAL

43rd TELLURIDE Jazz FESTIVAL AUGUST 9-11, 2019

How it Works

1 You mark your event or ticket type sold out

2 You place a Lyte call-to-action on your event and FGT ticketing page

3 Lyte lets fans make requests and returns to the event

4 Lyte fulfills reservation as releases and returns are processed

5 FGT fulfills and delivers tickets to fans