

# FEST

# FRONT GATE SPONSORSHIP

In 2017, Citi® was the presenting payment sponsor for Lollapalooza. Citi cardmembers were treated to exclusive merchandise and concession offers when they registered their wristband for cashless payments through Front Gate with a Citi card. Their wristband also enabled seamless RFID access to Citi's viewing deck located at the main stage.



## CITI GOAL:

Drive brand affinity, build customer engagement, and increase on-site spend



## SOLUTION:

- Front Gate's FEST product and cashless registration showcased Citi's brand
- Leveraged Front Gate's FEST product to automatically offer perks to Citi cardmembers only during cashless registration. These perks included \$5 cashless credit, VIP sweepstakes, wristband upgrades, and ticket giveaways
- Through Front Gate's RFID technology, Citi supplied access to an exclusive Citi cardmember viewing deck adjacent to the main stage
- Utilized Front Gate's kiosks and RFID technology throughout the festival grounds to allow fans an opportunity to tap their wristband to be entered to win VIP upgrades, merchandise store vouchers, and tickets to Lollapalooza after shows



## OUTCOME: 4,000 +

unique Citi viewing deck entries by cardmembers with their Citi registered RFID wristband

483%

increase of cashless transactions with a Citi card vs. 2016

34%

increase in Citi cashless registration from vs. 2016

20%

of all 2017 festival cashless registrations were with a Citi card

21%

of all cashless transactions were with a Citi card (20% of total cashless revenue)

Contact [sales@frontgatetickets.com](mailto:sales@frontgatetickets.com) for more information

