

THE FRONT GATE LAYAWAY PLAN



Want to increase your ticket prices while keeping them affordable? Are you looking to offer customers a flexible and more practical installment solution? We have you covered. The Front Gate (FGT) Layaway Plan will allow you to offer fans an easily managed option to spread payments out over multiple months. With the Layaway Plan, you'll provide festival-goers the ability to buy tickets who may otherwise be unable to, and on average, people spend more on the Layaway Plan than on the outright purchase.

CHALLENGES

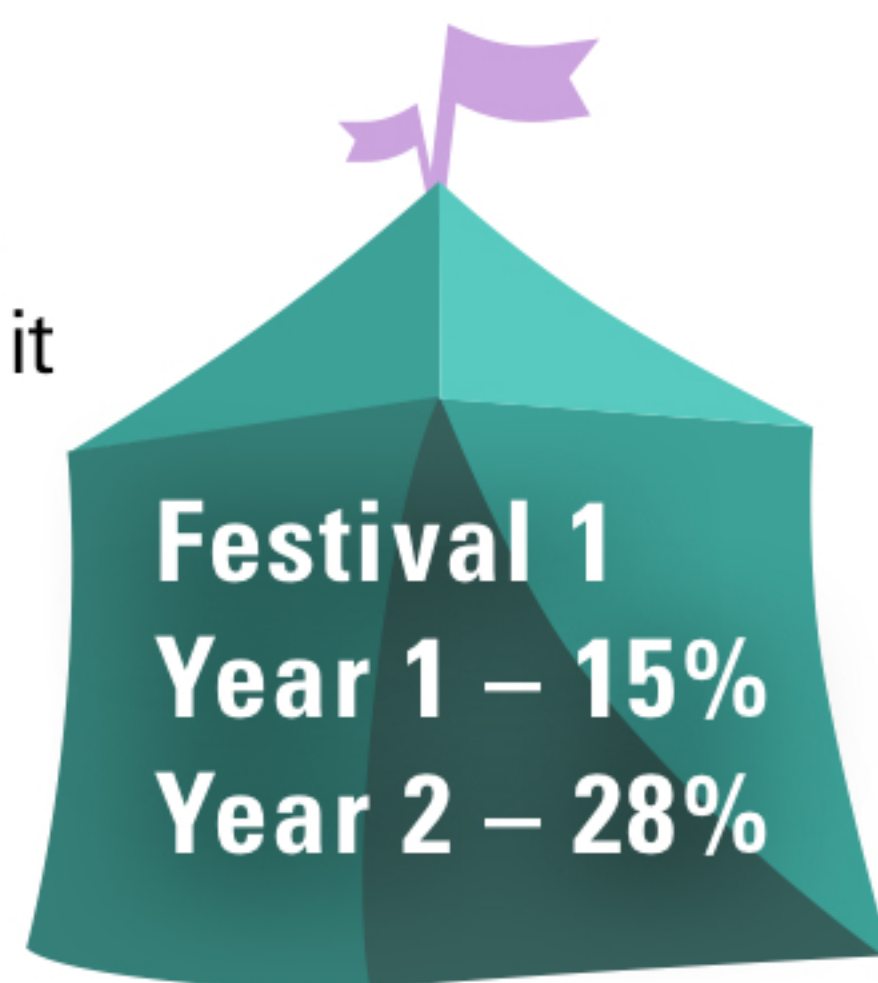
All-in ticket price too expensive for the everyday fan

Losing conversions from potential ticket buyers

Unable to provide customers a flexible payment option

DATA

Fans want it
and will use it



*1st & 2nd year conversion rates for festivals who implemented the Front Gate Layaway Plan

OVERVIEW

Customizable Plans	Pay in Full	Multiple Plan Types	FGT Manages
\$10 deposit due up front, you decide the plan	Option available to fans at any time	Offer plans for GA, VIP, travel packages, and hotel bundles	FGT manages all Layaway Plans on your behalf

FACTS

15%

more gross per order via layaway plans vs outright purchase

12%

average conversion rate across all FGT festivals who utilize the Layaway Plan

\$

additional rebate opportunity

ADVANTAGES

Attract new customers

Affordable and practical for fans

Multiple options

Easily managed

Additional revenue stream

Contact sales@frontgatetickets.com for more information

