



Wylie ISD Athletics partners with Purplepass for ticketing that supports stadium seating and season passes for sports fans



"...events that we've had ran very smoothly and Purplepass made sure we were able to achieve sales the way that was needed, i.e. Season Ticket Sales"

— LARRA KITCHENS, Athletic Secretary of Wylie Independent School District

Robust ticketing for their athletics

Wylie Independent School District (Wylie ISD), in Texas, considered to be one of the fastest-growing school districts. They enroll about 4700 students yearly for their early childhood campus, elementary, intermediate, junior and high schools.

Wylie ISD's Athletics department is also growing along with the fans that attend seasonally. Prior to Purplepass, their previous ticketing software took simple tasks and made them over complicated and unnecessary.

They needed an optimized platform that anyone could run and use at the games for admission.

With Purplepass, Wylie ISD now has access to more ticketing technology that is straightforward and easy to integrate into their Athletics department. **They finally have the support they need for their 500+ attendance on game days.**

Challenge

- Building season tickets
- Tired ticket prices for different seat sections
- Assigned seating for stadiums

Solution

Using a complete event management software; *assigned seating maps, advanced pricing options, custom ticket packages*, via Purplepass

Results

- **Assigned seating maps** for football stadiums and bleachers
- **Season ticket options available** for loyal sports fans and parents
- **Different pricing options** for seats, ticket packages and special chairs



"It allowed me, as the customer, to set up my events (with the help of Purplepass for the technical aspects). Also, Purplepass employees seem to be always available to help... Purplepass made sure we were able to achieve sales the way that was needed."

— **LARRA KITCHENS**, Athletic Secretary of Wylie Independent School District

Customized season passes for sports

Season passes are for those die-hard, loyal fans ready to attend every game that year. However, season passes don't always have to comprise every game; *what if holders don't want to pay for every event, rather pick the game times they want to attend?*

Wylie ISD wanted to create season tickets that included a variation of game dates that guests could choose from.

That way, if they aren't interested in a specific game day or can't attend that date, they don't have to include it in their pass.

Each season ticket Wylie ISD created also came with reserved seating at their field. The more you paid for your pass, the better the seats.

With Purplepass, promoters can build ticket options and packages that work for them. The season pass is just one example of all the many ticket opportunities you have to create.

Assigned seating for football games

Wylie ISD wanted to build an assigned seating map online for their stadium, so guests could choose their desired seats in advance. This included five big seating sections in a row. Plus, they had a "Center Reserved" seating area, a section that sat in the front of the larger section in the back.

Based off their specifications, Purplepass built the required map as part of a free service for being a customer. Wylie ISD now includes this map as part of the checkout process, so guests can see exactly where they will sit and their view of the field.

Tired pricing for game day seats

This was another challenge Wylie ISD faced with previous ticketing solutions; *their systems were overly complicated and lacked seating support.* With a large attendance at every game, and a variation of seating options, it made sense to charge different price ranges depending on the seat.

With Purplepass, Wylie ISD can now create advanced pricing, whether that be for seats or general admission tickets. For example, they can sell seats for the back sections or on the ends for a lower price, then more for the areas in higher demand such as middle and front row.

Their season tickets are also priced based on the seating options being offered. The cheaper season pass is for reserved seating, less desirable than the more expensive package. Wylie ISD can also use Purplepass' advanced pricing mode, which allows them to auto-trigger price changes based on criteria. For example, if they wanted to sell tickets at a discounted, early bird rate until a certain date.

"Our previous ticketing software was said to be a very "user unfriendly" ticketing service, but then required many actions that seemed outdated and unnecessary."

-Wylie Independent School District



Ticketing for Sports

Learn more about an event management system fully optimized for sporting events, arenas and dedicated fans!

REQUEST DEMO



"I love that they can build a seating map based upon limited information and they don't charge for it. Their customer service is excellent The interface is mostly very good Their box office features are very well integrated A total solution."

- Randy Kremlace, **Western Flat Track**



"Overall experience with Purplepass has been amazing. No complaints here! The software is extremely easy to use. You don't have to be a rocket scientist to figure it out. Their motto says it all "we don't give you what we have; we give you what you need."

- Karley Mellberg, **Mesa Community College**



"Overall it was a good experience for what was offered and needed for the software for event execution. It was easy to set up an event and include all the necessary details needed for the interested customers to be able to purchase confidently. It encompassed everything needed in regards to ticket sales and tracking of tickets."

- Libby Canela, **Event planner for Fearless Woman MMA**