



Case Study

Working with Premiership, First & Second Division Football Clubs to Provide Ticketing Solutions

Established in 1988, Ticket Zone is a specialist box office, ticketing support service provider and authorised ticketing supplier to Wembley Stadium and the Football Association. With extensive experience and an impressive track record supporting elite sport, Ticket Zone pride themselves on operating as an extension of your team working behind the scenes.

Wayne Munday, Chief Operating Officer at Ticket Zone explains: "We have a long history and proven experience in providing ticketing services to football clubs. For over ten years - when they most need support - clubs have used our services during the Wembley finals and Play Off runs.

"Over the years we have provided ticketing services and supported a number of clubs including - Brighton & Hove Albion FC, Burnley FC, Sunderland AFC, Wolverhampton Wanderers FC, Brentford FC, Bradford City AFC, Swindon Town FC, Exeter City FC, Shrewsbury Town FC, Carlisle United FC, Hull City AFC, Reading FC, Swansea City AFC and Liverpool FC.

"We know that all clubs, but particularly the smaller ones, can struggle with managing the ticketing side of the play offs and finals. These clubs often have a very small team handling ticketing - the play-offs involve the processing of much higher numbers of tickets which will include processing, despatching and handling customer enquiries for sometimes up to 35,000 tickets in less than a week.

"Our service provides a ticket outsourcing facility to football clubs, allowing them to handover both the resource heavy tasks and the worry to a trustworthy company. We are an experienced ticketing agency and can take this element of worry away from clubs, allowing them to focus on marketing and event organisation.



Exeter City Football Club

Exeter City Football Club also recently used Ticket Zone to sell and distribute around 17,000 tickets for the League 2 Play-Off Final at Wembley Stadium.

Alan Hay, Head of Ticketing and Retail at Exeter City Football Club, said:

"Outsourcing the tickets to Ticket Zone was a brilliant business decision, allowing us to focus on preparing for the match whilst ensuring our supporters could purchase tickets quickly and easily.

"Ticket Zone's relationship with and knowledge of Wembley is fantastic - working with them took away the stress of processing thousands of tickets in a short timeframe."

Southampton Football Club



In 2016, Southampton Football Club was faced with the huge challenge of selling, allocating and sending out 33,500 tickets over four weeks for the 2016/17 EFL Cup Final at Wembley. With a small team, this was a daunting task, so the Club asked Ticket Zone to manage the ticket fulfilment of the

Michael Jolliffe, Ticket Office Manager at Southampton Football Club, said: "When we found out we had such a short amount of time to sell and process such a large number of tickets, we chose to outsource the fulfilment of the event to Ticket Zone.

"They fulfilled all elements of the brief and our event was a complete success. We were extremely impressed by the professionalism shown by Ticket Zone throughout the process, from the initial conversations through to planning the event, and then the support once we were into the fulfilment.

"From a club perspective, the ticketing of the game went exceptionally well, and Ticket Zone's assistance and contribution was vital to that success."



To find out more about Ticket Zone and how they can support you with your ticketing needs please visit

www.ticketzoneforbusiness.com