BRUSHFIRE TICKETING FOR ATHLETICS



BRUSHFIRE



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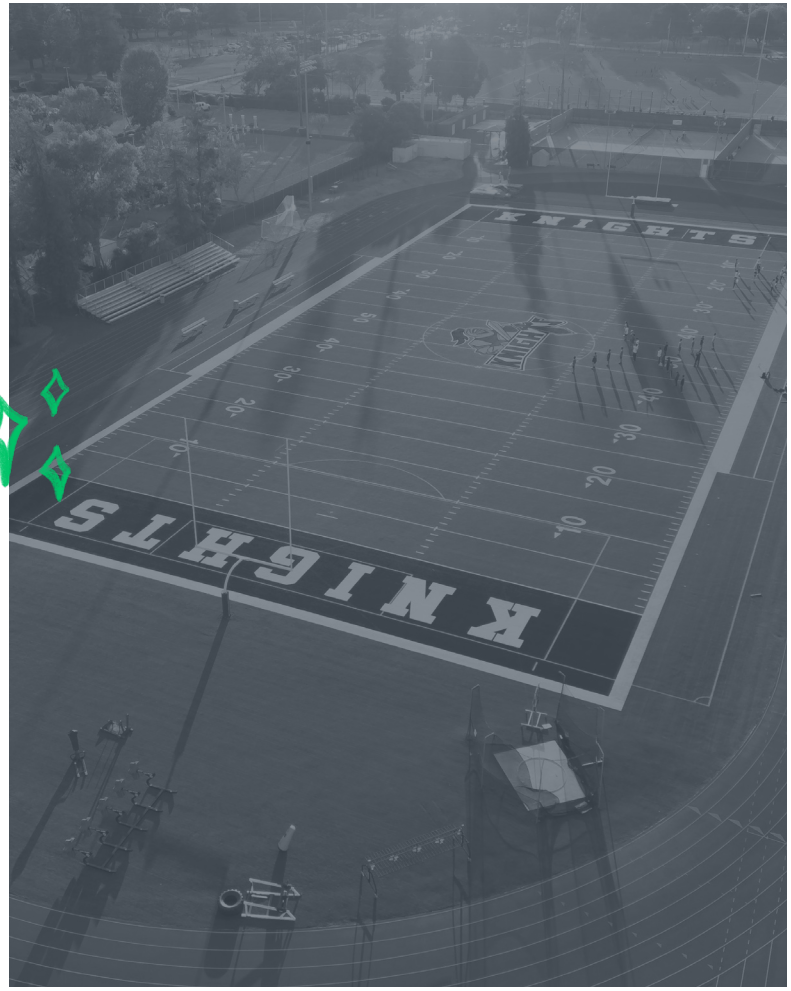
CUSTOMIZABLE TICKETING OPTIONS



Offer flexible ticketing for every game and season, including Season Tickets, General Admission Tickets, Playoff/Postseason Tickets, and Comp Tickets. Customize options to meet your school's unique needs, boost attendance, and increase revenue.

Customize ticket types and pricing to suit different sports events, seasons, and levels.

FLEX PASS FOR THE WIN!



Enhance fan engagement with our Flex Pass. Offer a flexible multi-game pass that lets attendees enjoy multiple sports events at their convenience - the easiest way to purchase tickets, ensuring fans never miss a game!

The Flex Pass is your Season Ticket to General Admission Athletic Events! You can arrange a Flex Pass to be a single entry into an entire season OR set a certain number of entries into whichever sport you decide.



SEAMLESS MOBILE AND ONLINE ACCESS

Enable easy access, purchase, or transfer of tickets through mobile and online.

Make it easy for fans to buy tickets on the go. Our mobile-friendly platform ensures your school sports events are just a tap away, with seamless checkout using Apple Pay and Google Pay, plus the option to download tickets directly into Apple Wallet or Google Wallet.

CONVENIENT POINT OF SALE



Perfect for on-site ticket sales at the door or gate, Brushfire's POS solution offers a straightforward interface for quick transactions, supports multiple payment methods, and provides real-time updates.

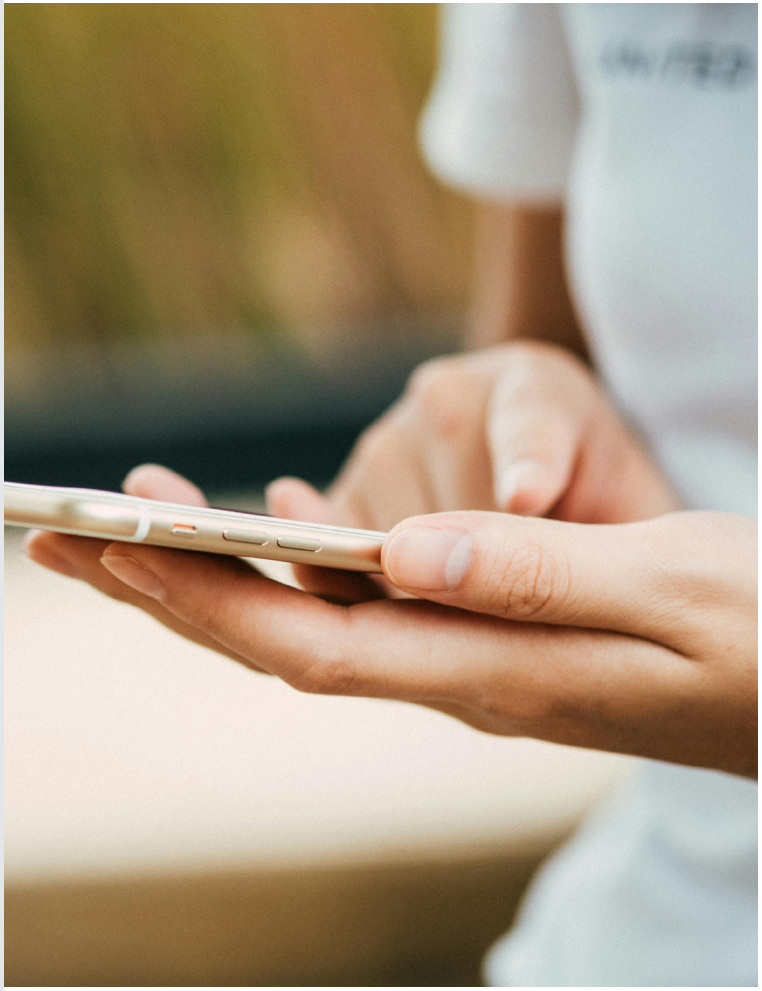
Streamline ticket sales and merchandise purchases with fast, reliable transactions and real-time data. Whether on the field or in the gym, ensure a smooth in-person purchase experience for fans and staff alike.

FLEXIBLE PAYMENT OPTIONS



Accept various payment methods, including credit/debit cards, mobile wallets, CashApp, and more. It's never been easier to go completely cashless if you wanted to!

Offer convenience with a range of payment options. From cards to mobile wallets, ensure smooth transactions for all your sports events.



STREAMLINED CHECK-IN AND ADMISSION

Simplify event check-in with digital tickets and QR code scanning.

Speed up game-day entry by providing seamless check-in and QR code scanning. No special/bulky equipment is needed. Simply check-in fans directly from a phone or iPad, enabling efficient and hassle-free entry for staff and attendees alike.

ADVANCED REPORTING AND ANALYTICS



Access detailed reports and insights on ticket sales and attendance.

Our reporting tools help you run accurate reports before, during, and after your event to break down the many different types of data the system has collected for you. Gain valuable insights with our versatile reporting tools, allowing you to track data across a single game, an entire sport, a department, or all events collectively.



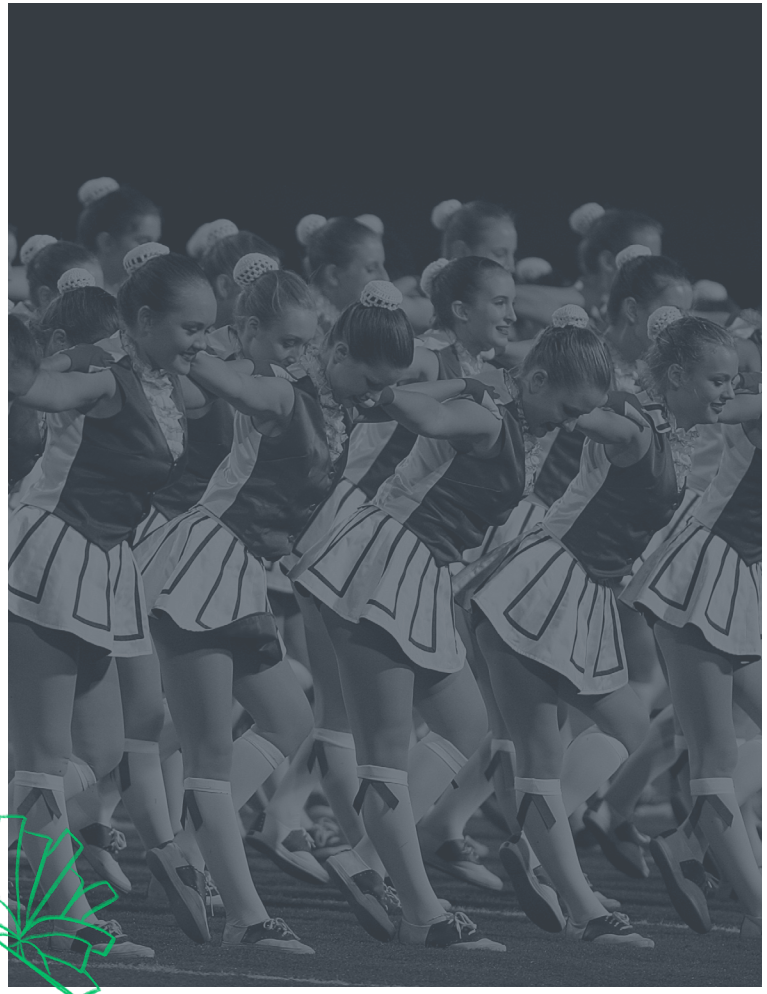


FUNDRAISING CAPABILITIES

Utilize built-in tools for easy fundraising and donations.

Boost support for your sports programs with built-in fundraising tools. Effortlessly collect donations and drive engagement.

DEDICATED SUPPORT FOR SCHOOLS



Access personalized email and phone support tailored specifically to the unique needs of your school, including on-site training to help your staff get started and ensure a successful launch.

Dedicated support from our team of experts who specialize in the unique needs of school events. We offer comprehensive, hands-on training during your first event, where we'll guide your staff through every aspect of the setup and operations. This personalized approach ensures that your team is fully prepared, leading to a seamless launch and sustained success for all future events.

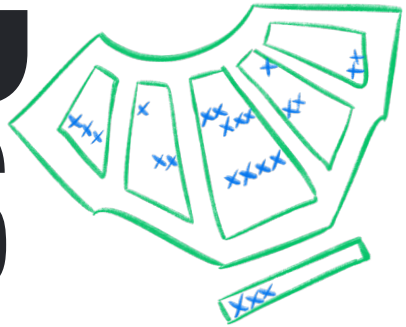


CUSTOM BRANDING AND PROMOTION

Customize event pages and ticket designs with your school's branding.

Showcase your school's spirit with custom-branded event pages and tickets. Through collaboration with your Branding and Communications department, we ensure your logo looks outstanding on all tickets, website landing pages, and mobile platforms. Additionally, we can customize graphics and enhance the visibility of your ticketing sponsorships.

ASSIGNED SEATING CHARTS





Interactive reserved seating or seating charts specifically for your school's stadiums, fields, auditoriums, and gyms, making it easy for attendees to choose seats or find sections.

Offer a seamless experience with customizable seating charts that allow for assigned seating or section selection, ensuring efficient navigation and enhancing the ticketing process for all school events.

FAQS

Can we set up different ticket types for our sports events?

Yes, Brushfire allows you to create various ticket types for school sports events, such as season tickets, general admission, playoff or postseason tickets, and comp tickets. This flexibility helps accommodate different needs and maximize attendance.

How does Brushfire handle registration for school camps and athletic programs?

Brushfire supports flexible registration options for school camps and athletic programs, including installment payments with Afterpay. This makes it easier for families to enroll and pay over time, increasing participation rates.

What steps should we take to get started with Brushfire for our school sports events?

To get started with Brushfire, contact our sales team for a demo and consultation. We'll guide you through the setup process, assist with customization, and provide support to ensure a smooth implementation for your sports events.

Can I set up different users with different permissions for events, camps and games?

Yes, you can set up different users with customizable permissions for events, camps, and games. This allows you to assign roles based on specific needs, such as managing registrations, accessing reports, or handling attendee check-ins, ensuring that each team member has the right level of access to streamline operations efficiently.



BRUSHFIRE FEE STRUCTURE

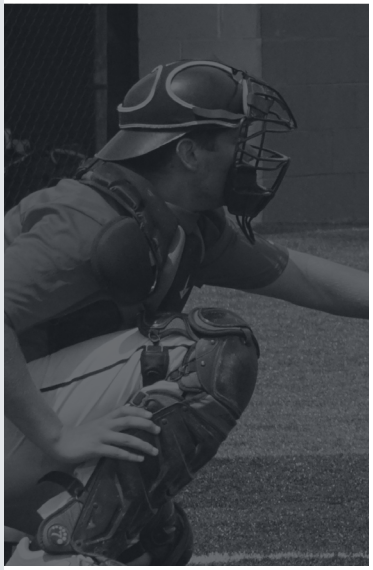
Comprehensive Overview of Our Transparent and Flexible Fee Structure

OVERVIEW



At Brushfire, we believe that transparent pricing is key to building trust and long-term partnerships with schools. That's why we're committed to providing transparent, straightforward information—no hidden costs, no surprises. Our flexible payment structure is specifically designed to meet the unique needs of school events, whether it's game-day ticketing to team fundraisers. With Brushfire, your school can focus on fostering excellence on the court, field, or in the classroom, while we help you maximize event revenue with a pricing structure that supports your sports program's success.

BRUSHFIRE COSTS



$0.75
per Ticket

yes, that's it!

$0.75 + 1%
per Camp Registration



PROCESSING FEES

Square

Transaction Fee:
2.9% + $0.30
PER SUCCESSFUL CHARGE FOR DOMESTIC CARDS
*PREFERRED

stripe
Transaction Fee:
2.9% + $0.30
PER SUCCESSFUL CHARGE FOR DOMESTIC CARDS

By choosing Brushfire, your school will receive a 20% REBATE on the Brushfire fee, turning costs into valuable rewards!

FLEXIBLE PAYMENT OPTIONS

Convenient and Flexible Payment Methods for Every Transaction. You can even disable certain payment options like Afterpay or Cash App:



CARDS (Credit/Debit):

Accept all major credit and debit cards, providing a quick and secure way for attendees to purchase tickets or make payments. Whether they're using Visa, MasterCard, American Express, or Discover, Brushfire ensures smooth processing and immediate confirmation.



WALLETS (Apple Pay/Google Pay):

Embrace modern digital wallets with Brushfire's support for Apple Pay and Google Pay. These mobile payment options provide a fast, easy, and contactless way for attendees to complete transactions using their smartphones.



CASH APP (optional):

Brushfire also supports Cash App, a popular peer-to-peer payment service that offers a simple and efficient way for attendees to pay directly from their Cash App balance or linked bank account. This option is especially appealing to younger audiences who prefer mobile-first payment methods.



AFTERPAY (optional):

With Afterpay, participants can secure their spots for camps or any registration through Brushfire now and pay later in four interest-free installments. This flexible payment option makes your programs more accessible, enabling families to spread out their payments and potentially boosting registration numbers and overall participation.

FAQS

What is required to get started?

Getting started requires creating an account by providing basic school information and a credit card. A $1 authorization hold will be placed as part of the account creation process, which will automatically be removed within a few days. You won't be charged until your attendees begin registering or buying tickets.

You also will need a Payment Processor account, like Square or Stripe, to connect to your Brushfire account.

How are fees deducted?

Fees are deducted transactionally. With Brushfire, you don't have to wait on a payout but instead, you will receive your funds immediately as each ticket is purchased.

Are there any setup fees?

Nope!

Can I pass Brushfire fees and Payment Processing fees to the attendees?

Yep!

Are there any additional fees for using Brushfire?

Brushfire's standard fees cover all aspects of ticketing and registration. We provide a transparent fee breakdown to ensure you know exactly what to expect.

How secure is Brushfire for processing payments for school events?

Brushfire employs industry-standard security measures to protect payment transactions. Our platform is PCI-DSS compliant, ensuring that all payment information is handled securely and confidentially.

How does Brushfire handle game cancellations or mass refunds?

The Brushfire team will do it for you!

SALES: (866) 825-8252
MONDAY-FRIDAY 8:00 AM - 6:00 PM CENTRAL

BRUSHFIRE FLEX PASS

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Enhance fan engagement with our Flex Pass. Offer a flexible multi-game pass that lets attendees enjoy multiple sports events at their convenience - the easiest way to purchase tickets, ensuring fans never miss a game!

KEY FEATURES OF THE FLEX PASS:



Customizable Game Packages:

Create fl exible pass options tailored to different fan preferences, allowing them to choose from a variety of games and even across multiple sports. Offer one sport with a fl exible number of entries or admissions to multiple sports with a set number of entries.



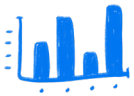
Easy Management:

Brushfi re's platform simplifi es the setup, management, and tracking of Flex Passes, providing a hassle-free experience for both your school and your fans.



Boosted Attendance:

By offering fl exible access, you can encourage more students, parents, and community members to support your school's athletic programs, leading to higher attendance and engagement



Real-Time Data & Reporting:

Provide robust reporting capabilities, allowing schools to effortlessly monitor who is using the pass and which events they're attending. This valuable data enables schools to make informed decisions when planning future events, ensuring optimal staffi ng, concession supplies, and resource allocation.



Access to events free of charge!

You can issue Flex Passes to donors, staff or students and one QR code for each person would allow them access to your events. Collect data and control attendance when needed.

COMPETITIVE COMPARISON





HOMETOWN

"Time consuming to get tickets"

"App is difficult to use"

"Location of game on app was wrong"

"Tickets not always shown when searching"

"App locks up and slows down lines"

"I was forced to transition from Ticket Spicket to this HomeTown app. I'm savvy but this is the worst app experience I have ever had"

"Finding tickets can also be a challenge since there are times they are not shown when searching my child's school"

"It is so time-consuming to get tickets for a high school event"

"Having multiple children at different schools playing different sports makes this diffi cult to keep track of making sure you have a ticket for each event."

"Purchased tickets for a football game and after I submitted payment I received a message stating, "No Tickets Found". I assumed this meant there has been an error in my purchase so I started the process over and again received the same message. I then checked my email and found both times the purchase had indeed gone through despite the message. I sent a message to the support email listed in the email asking for a refund for the extra purchase and was told by them that this event doesn't offer refunds or exchanges. Apparently that applies even if it was an error on the end of the app. Very disappointed and as of right now out almost $42."

"The app and web version are broken most of the time, and there is no "fan support" customer service. If you are lucky enough to call when they are taking calls, they will claim to put you in a callback queue that never calls back. Most of the rest of "business hours" the line just hangs up on you."

"If your venue has no wifi there is no way to access your tickets. Transferring tickets is broken and just gives an error instead of transferring - so much for "each ticket can be transferred 3 time."

"User experience is just so so. If I'm buying tickets in the app, I expect for my profi le information to be stored so that I don't have to enter in my contact information. Clearly the company doesn't have security to store credit card info as you need to enter that every time. And somehow if the website picks up a different phone number your tickets aren't delivered to the app. Needs some updates to be a seamless experience."

"This app requires way too many steps with inconsistent functionality. The one star is heavily because the process to transfer a ticket is horrible. A person has to set up an account to use a ticket which is a huge pain for kids and last-minute ticket transfers."

"Takes too long for tickets to come up to get in the gate. Transfer tickets may or may not come through. Not user friendly. No notifi cation given on transferred tickets, might get it in the email but not in the app."

"Not user friendly for those that do not use technology daily. Fans are forced to buy tickets through app. Could not fi nd confi rmation in email of ticket purchase. Contacted GoFan Support for assistance online, provided required info requested only to receive promotional info for GoFan. Once an account is established, there should be an easier way to retrieve tickets through an account. Very frustrating."

"Family pass is a total mess just like last year. So bad."

"Worst ever site and i am technically sauve! Frustrating site that is hard to use and confi rm purchase and obtain tickets when purchased in advance of event"

GOFAN®

"No customer service or accountability"

"GoFan takes the money and they will not give it back if game time has changed or game is canceled"

"App is not working for me"

"Impossible for students without smart phones to enter events alone."

"I am very unhappy with GoFan's lack of customer service."

"I ordered tickets for an event and couldn't fi nd the link for the tickets.. theres no live customer service agents chats.. The customer service agent sent me a link to the tickets but the event had passed.. I asked for a refund on my credit card and my email bounced back twice.. they have local high school events monopolized in the state of My only hope is for a rival ticket service to overtake thier monopoly."

"There is ZERO customer service. Their stupid CHAMP Chat bot has not answers and is no help and it will not allow you to speak to live person. Basically there site says, we don't care if you mess up, we are keeping your money no matter what!!!!! This is outrageous that they take advantage of our youth like this."

"Go fan is terrible and should have no place selling tickets at public K-12 schools. These folks make no exceptions for errors made by families trying to buy tickets to simply see their child/grandchild play a game at their high school. They make profi t on every ticket. The app is fraught with errors and is not user-friendly causing many people to purchase multiple tickets by accident. More than once it has come up as an error, so I re-purchase, then I see my statement the next day with double purchases. Why is this happening? They wont explain, and they wont help. When these items are reported to their customer service email, they just repeat the no refund policy. The refund is requested for errors on their part, or at least a credit for the next event, and they still stand by this NO REFUND policy. It is unfortunate theyre stealing money from hard-working families trying to see their child play. Quite simply it is a form of discrimination, to those not savvy enough to operate a smartphone. Shame on them!"

"This app is horrible! It only shows 1 sport under the activity category. Can't purchase tickets for anything but volleyball. I tried to contact support but no help at all. Only an automated robot and no live agent. I'm uninstalling this app now. Worthless!"

"This process needs to be seriously streamlined. so much wasn't taken into account when implementing this method of purchasing tickets. It took me 15 minutes to get into the gate. This happened because of the internet connection. I purchased my tickets long in advance. This is ridiculous!"

"Absolutely horrible application to use. Every time purchasing tickets, the site and app crashes. Been trying to purchase the same tickets for weeks now and still can't get the site to work. When you try to contact GoFan you get a generic email back with no resolution."

"Terrible I've been trying to buy 1 varsity football ticket for 2 hours."

"When the signal sucks, like at every school, because they jam all cell phone signals, you get charged twice."

"Both the app and website are horrible! Picture this: Over 30 parents attempting to purchase tickets, and it's a circus every time. This is not a 1st time occurrence. Glitches, errors, you name it. Customer service? Ha! Your only option is an AI slower than dial-up. After it fi nally gives up, you're left waiting 48 hours for a live representative. Meanwhile, parents are missing events left and right! Unless you enjoy the thrill of tech-induced chaos, steer clear of this digital disaster zone."

"Terrible app. Rarely works right. Very diffi cult to navigate & nearly impossible for elderly fans to use. One of the worst things the OSSAA ever did."

"Please create the QR code. People are going accidentally hit the Use Ticket button. I did that and couldn't be validated sonI had to purchase another ticket."

"Any use of this app beyond as a convenient option (not requirement) for admission is absurd. 30% Service Fee? What is this Ticketmaster?"

"You can't reset the fi lter. Once you pick a sport, you're stuck with it. . ."

"I purchased a all season pass but cant open the pass... It keeps giving me a error message.... Waste of 40 dollars"

"Gpay is not working, the manual input for payment is not working, the app is literally NOT working."

"Hidden fees another form of Corporate greed. Eff this app."

BRUSHFIRE

