



# Spring Training Ticket Pricing Structure



# Today's Lineup

- Price history
- Process
- Pricing structure
- Promotions
- Recommendation



# Pricing History

- 2009: Inaugural season pricing established
- 2014: \$2 increase
- 2016: \$1 day of game surcharge
- 2017: Surcharge increased to \$2
- 2021: \$2 increase; free parking



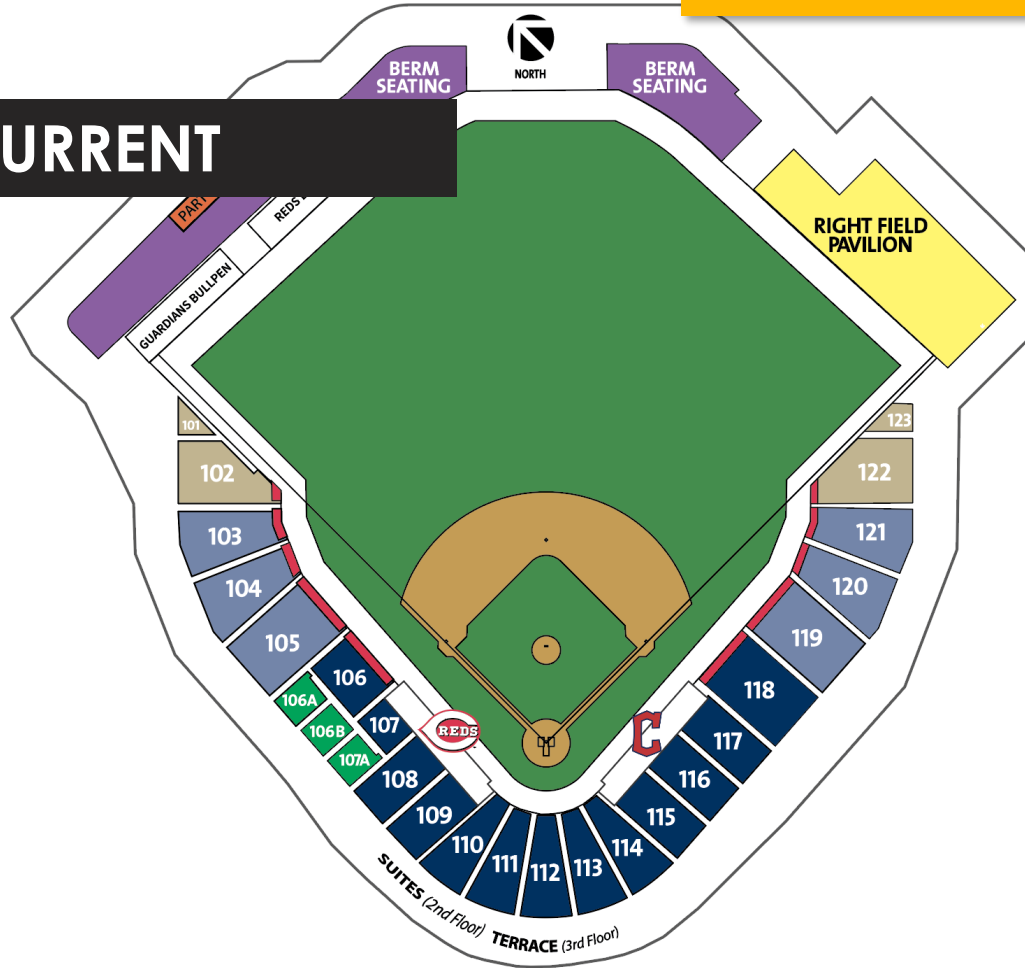
# Process

- Leading principles
  - Competitive position
  - Maintain affordability
  - Fiscal responsibility
- Data analysis
- Team input

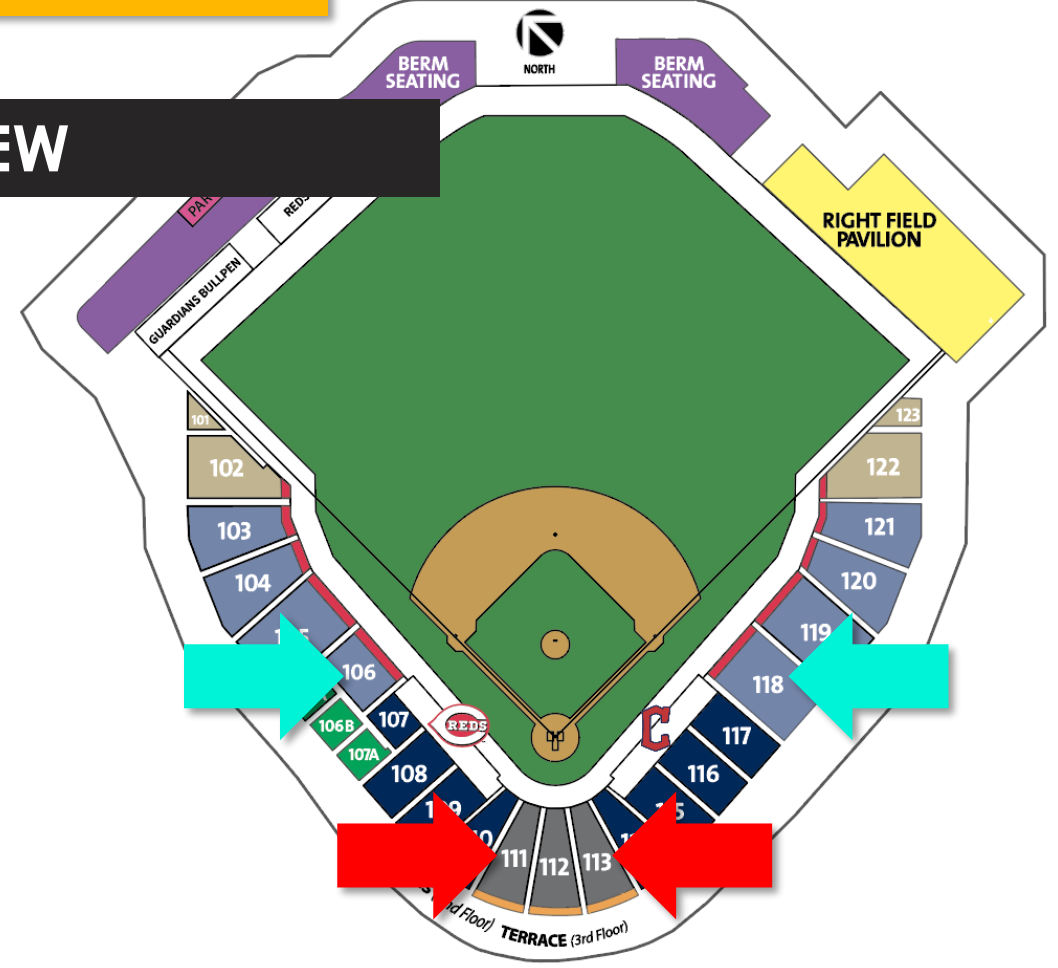


# SEATING SECTIONS

**CURRENT**



**NEW**



# New Ticket Pricing Structure

| STANDARD              | 2024 CL Average | 2024             | New                |
|-----------------------|-----------------|------------------|--------------------|
| Home Plate Box        | \$ 51           | \$ 29            | \$ 37              |
| Infield Box           | \$ 51           | \$ 29            | \$ 33              |
| Outfield Box          | \$ 43           | \$ 24            | \$ 26              |
| Outfield Reserved     | \$ 31           | \$ 16            | \$ 18              |
| Berm                  | \$ 22           | \$ 10            | \$ 13              |
| PREMIUM               |                 |                  |                    |
| Home Plate Drink Rail | No comparison   | -                | \$ 42              |
| Premium Field Box     | \$ 59           | \$ 33            | \$ 42              |
| Club                  | \$ 59           | \$ 33            | \$ 42              |
| GROUP                 |                 |                  |                    |
| Right Field Pavilion* | \$ 32pp         | \$ 68 / \$ 17pp  | \$ 80 / \$ 20pp    |
| Party Patio*          | \$ 32pp         | \$ 60 / \$ 15pp  | \$ 72 / \$ 18pp    |
| Terrace**             | \$ 73           | \$ 45            | \$ 52              |
| Suites**              | \$ 116pp        | \$ 900 / \$ 60pp | \$ 1,000 / \$ 67pp |

\*Sold as table of 4, \*\*Includes F&B

New pricing is reflective of the 2025 spring training season. Range of up to \$5 per ticket may be implemented beginning in 2026.



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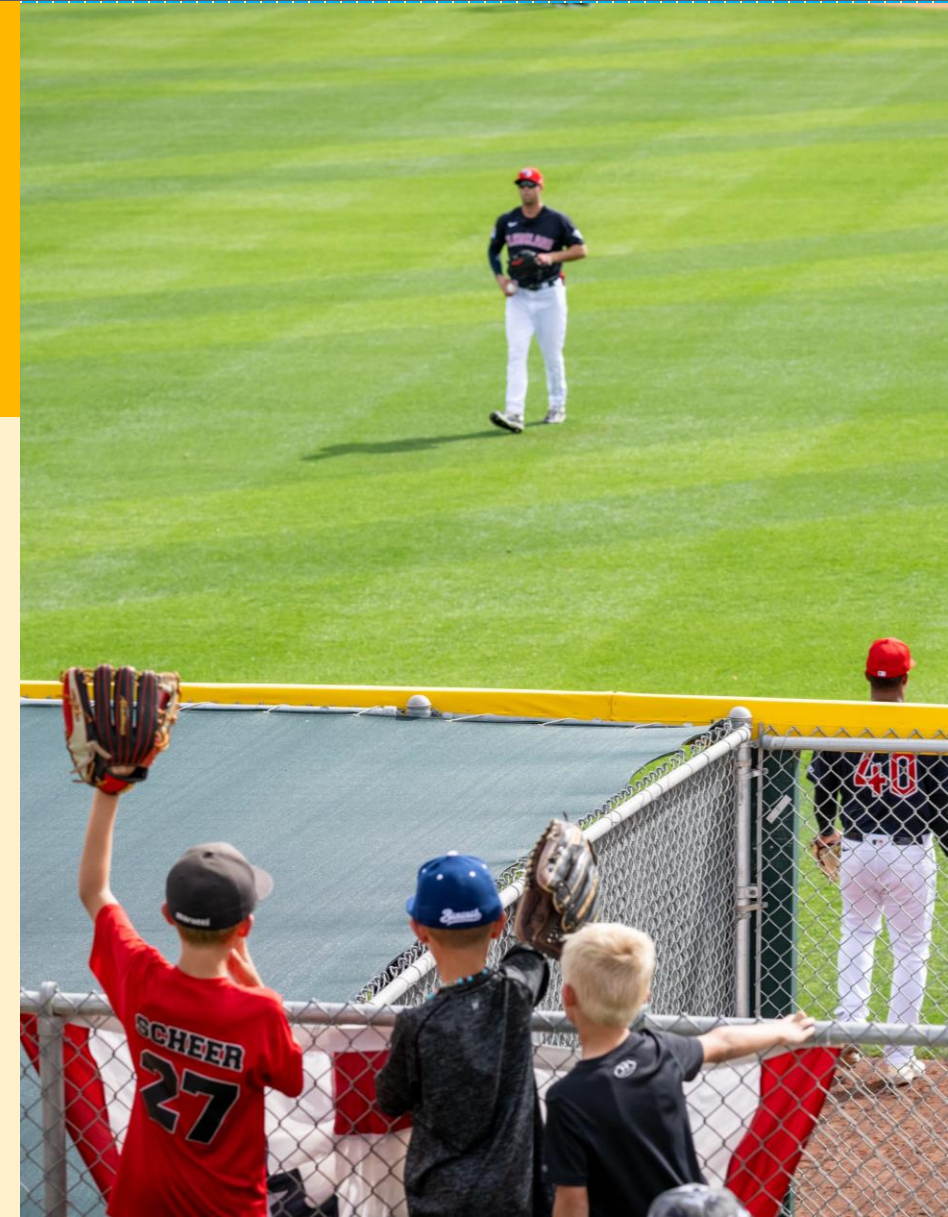
# Ticket Price Range

- \$5 per seating section
- Beginning in 2026
- Market condition adjustment



# Popular Ticket Promotions

- Season tickets/mini plans/groups
- Goodyear resident discount
- Military appreciation offers
- Child pricing
- Senior discount



# Final Score

- ✓ Maintain position
- ✓ Maintain affordability
- ✓ Fiscal responsibility



# Recommendation

- Approve the spring training ticket pricing structure

