

ARIZONA DIAMONDBACKS CASE STUDY

Background

Established as an expansion team in 1998, the Arizona Diamondbacks is a professional baseball team based in Phoenix, Arizona. They compete in Major League Baseball (MLB) as a member club of the National League West division. The club plays its games at Chase Field in downtown Phoenix.

The Diamondbacks' Ticket Operations department is responsible for managing the club's ticketing for season ticket holders and other patron admissions. They transitioned to digital-only ticketing in 2021.

Problem

According to Ticket Operations Director Josh Simon, his department wasn't exactly looking for another ticket supplier. Due to the pandemic and a desire to contain costs, the organization moved to digital ticketing in 2021. But they discovered that some patrons still wanted a physical ticket keepsake to commemorate the game experience. In some instances, patrons would come to the Diamondbacks box office looking for a commemorative ticket. However, when they couldn't provide a ticket reprint, it created a negative patron experience.

Simon didn't want to invest a lot of time or money printing these souvenir tickets. Still, he wanted to provide a way for patrons to access this option, which would enhance the user experience and generate a new opportunity for revenue for the Diamondbacks.

Solution

Simon said he had been aware of Weldon, Williams & Lick (WW&L) as a mainstay in the ticket printing and fulfillment industry for a long time. He knew other professional clubs and venues that had reported great results using WW&L. The company had reached out to Simon and the Diamondbacks a few years ago, and they had developed a relationship and maintained contact.

It was this positive relationship with WW&L that led Simon to pursue their Direct Souvenir product as an option to meet the keepsake ticket need the Diamondbacks experienced after transitioning to digital tickets.

"The time was right—we've now moved nearly all of our printing to WW&L, including our thermal ticket stock and the Direct Souvenir tickets," said Simon. "WW&L had fostered a great relationship with us over the years, and I felt comfortable moving our business to them."

Simon points to WW&L's Direct Souvenir product as giving them more customization options than they could get through other providers. The MLB suggested a vendor for a similar solution but it didn't quite align with what they wanted to do. Simon also looked at what his previous printer could offer, but WW&L ended up providing the customized solution that fit the bill.

Arizona Diamondbacks

Location:

Phoenix, Arizona

Challenge:

- To make a commemorative ticket available for fans that enhanced the guest experience
- To make it a revenue-generating opportunity if possible

Key Results:

- Delivered a customized, high-quality keepsake ticket with little to no work for Ticket Operations
- Created a risk-free revenue opportunity
- Enhanced patron satisfaction, brand engagement, and fan loyalty



“We were looking for more customization that would add an extra touch for our guests—for example, now fans can choose from different designs and put their actual seat location and opponent on the souvenir ticket. In the future, they will also be able to add some other game specifics they might want to acknowledge like “Jason’s First Game”, said Simon. “The WW&L team worked with us closely to get this thing over the finish line; we were totally in it together, and it felt like a team effort.”

Outcome

Simon and the Diamondbacks’ Ticket Operations department observed several positive outcomes as a result of using WW&L as their Direct Souvenir provider.

Risk-Free Revenue Generation with No Upfront Costs

Because the Ticket Operations department wanted to achieve keepsake ticket customization without upfront costs, WW&L’s Direct Souvenir product provided the ideal solution. There was no investment on their end to set up the product and begin generating revenue. They only needed to create the artwork for the souvenir ticket designs.

“We have been able to design a nicer, high-quality Diamondbacks keepsake ticket for our patrons and have it produced by a professional company that delivers what our patrons are asking for—something they can display and remember for years to come.”

Fast Turn-Around Time

WW&L’s fast set-up and turnaround time for the Direct Souvenir tickets was a big selling point for Simon and his department. Once the artwork decisions were complete, the program was live within two weeks.

Enhanced Customer Experience

WW&L’s custom web portal and fully integrated ordering process enhance customer satisfaction and brand engagement and increase fan loyalty. The done-for-you system ensures the Diamondbacks can promote and sell the one-of-a-kind mementos without creating more work for the Ticket Operations team.

Direct Souvenir also solved the problem the Diamondbacks were experiencing with patrons coming to the box office for ticket reprints or commemorative tickets and leaving disappointed when they couldn’t deliver.

“While a primary goal is to generate some revenue as the Direct Souvenir product takes off, we would probably do it even if it was a break even proposition for us—it’s worth a lot to our patrons,” said Simon.

The Ticket Operations department did not deploy the Direct Souvenir product until August, but they had a fantastic response, generating \$5000 in revenue without any marketing effort behind it. Patrons were thrilled with the product, and it was exactly what they wanted.

Simon and the Diamondbacks look forward to making the Direct Souvenir option available in the coming year to satisfy more patrons and increase revenue.

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Josh Simon, Ticket Operations Director

Weldon, Williams & Lick, Inc.

Location:

Fort Smith, AR

Ticketing Solutions:

- All in Books
- Badges
- Membership Cards
- Season Sheets
- Souvenir Tickets
- Thermal Tickets
- Wristbands

