

# wicket

## Driving *Fan Loyalty* & *Stadium Revenue*

Wicket facial authentication technology reduces the cost and time of stadium ingress, streamlines concessions operations, and tightens stadium security. This improves fan satisfaction and loyalty, increases stadium revenue, and decreases operating costs.

### Increase Revenue

Speed up stadium ingress and concessions and merchandising lines by 4x, giving fans more time to make bigger purchases. Provide new stadium sponsorship opportunities for fan-favorite experiences.



#### 4x FASTER INGRESS

The Cleveland Browns measured a 4x improvement in stadium ingress in the 2022-2023 NFL season.

A major conference organizer measured a 4x speed-up in event check-in.



#### SPONSORSHIP OPPORTUNITIES

Mercedes-Benz Stadium signed a multiyear partnership deal with Delta Airlines to brand their Wicket ticketing lanes as the Delta Fly Through lanes.

### ABOUT WICKET

Wicket Software is a privacy-first facial authentication platform provider that reduces friction, enhances employee, customer, and guest experiences, and strengthens security for live events and facilities.

### IMPACT

**4:1** Reduction in ingress lines

**\$8K** Cost savings per Wicket lane per season

**90%** Of fans want Wicket program expanded



## Decrease Costs

Reduce ticketing and credentialing costs, or redeploy resources to address labor shortages and improve the fan experience.



### \$8,000 IN SAVINGS PER LANE

The Cleveland Browns saw savings of \$8,000 per Wicket ticketing lane.

Cut down on physical key card and credentialing printing costs.

## Improve Fan Loyalty

Wow your fans with technology they love to use and that improves their stadium experience.



### 90% OF FANS WANT MORE

In their 2022 fan survey, 90% of New York Mets fans wanted the Wicket facial ticketing program expanded.

Wicket facial ticketing is *consistently* the highest rated fan experience by Cleveland Brown fans.

## Tighten Stadium Security

Protect your most valuable assets: your players, coaching staff, and your fans.



### 0% REPORTED FALSE POSITIVES

Wicket facial authentication has been used more than half a million times and has had zero reported or identified false positives.

The Wicket algorithm is 99.76% accurate (NIST FRVT).

"The fan just walks up and takes about a second to look at the Wicket kiosk and their admitted group can walk right through the gates. This technology has cut the time it takes to get into the stadium by more than 50 percent."

### BRANDON COVERT

VP of IT, Cleveland Browns



# wicket

WICKETSOFT.COM

