



## About Wicket

Wicket facial authentication software transforms the fan experience at sports venues and live events with express solutions

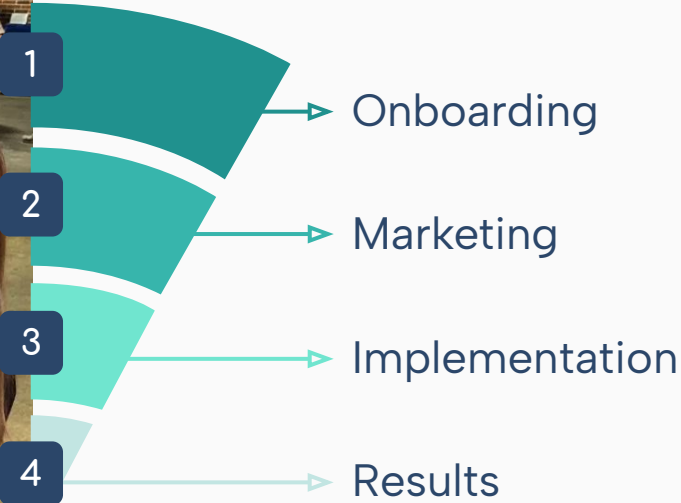
# FLORIDA GATORS EXPRESS ENTRY CASE STUDY

## How Florida quickly deployed Wicket to get students into “The Swamp” faster.

Ben Hill Griffin Stadium, widely known as “The Swamp”, has a long and storied history among the ranks of college football’s most notable venues. University of Florida Athletics had a desire to improve the entry process for students attending games, so they deployed an express entry pilot using Wicket at their last 2 home games of 2024.

### Customer Profile

- University of Florida Athletics
  - Ben Hill Griffin Stadium, which has a capacity of 88,548
  - Roughly 15% of ticket holders for football games are students
  - Wants to increase the speed of ticketing entry





# Onboarding

## How they got up to speed

Based on dozens of successful deployments at major sports venues, Wicket provides customers with a comprehensive onboarding program, spanning product education, deployment best practices, and example marketing programs to promote the service and drive enrollment for students and fans.

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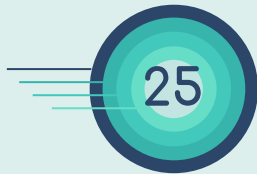
### Best Practices: Overview

Deploying facial ticketing solutions can dramatically improve stadium and event operations, reducing lines and staffing requirements, getting fans into the stadium faster, and enhancing the overall fan experience.

Selecting and implementing the Wicket facial authentication platform for facial ticketing is just the first step, though. Once the solution is set up, there are a number of best practices that can be employed to improve awareness and adoption, including:

- Clear naming and messaging
- Deployment layout with dedicated lanes and clear signage
- Staff and fan education
- Facial ticketing ambassadors
- Marketing campaigns, including:
  - In-stadium promotion
  - Clear and consistent fan communications
  - Public marketing and awareness activities
  - Enrollment campaigns

This document will walk through some best practices to help you make your facial ticketing deployment a success!

Days

From signed deal to student usage at the Nov 23rd game

### ✓ TOP-TIER CUSTOMER SUPPORT

Wicket customers always have a friendly face to work with at Wicket that can assist them in their use of our technology

TO Ticket Office

Yesterday

### You are So Close to Skipping the Lines

Hello,

You are 30 seconds away from skipping the lines at tomorrow's football game.

[CLICK HERE](#) to complete your enrollment so you can use the [Express Entry lane](#) tomorrow at Gate 12. Registration is FREE. Simply log in with the email you use for your Gators tickets to complete

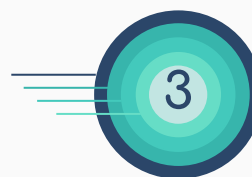
# Marketing

## How they got the word out

Florida put these best practices into action by creating a dedicated [web page](#) that spoke to the benefits of the program, built and sent out targeted email campaigns, and went to print with physical signage used to direct attention to the express lanes and promote enrollment.

### ✓ HIGHLIGHT THE BENEFITS

Wicket solutions have many benefits, but Florida emphasized the one that resonates with ticketing users most – “skip the lines”



Areas of Focus

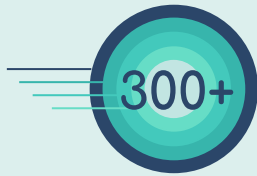
Website, email campaigns, and on-site signage were the 3 areas of focus for marketing of the express entry program



# Implementation

## How they deployed it

With new enrollments rolling in thanks to the website and emails, it was time to build out the express lanes. Wicket devices were customized to showcase the Gators brand, and signage was placed to direct enrolled users to the express lanes as well as to direct non-enrolled students to the website using easy-to-scan QR codes.



### On-Site Enrollments

Number of students who enrolled on-site at game 2



### DEDICATED LANE = NO LINES

The express lane never saw a line, which helped to organically catch the attention of students and drive enrollment



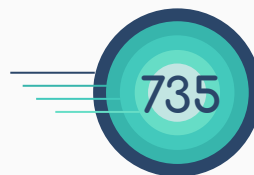
## Results

### How the pilot worked

Although it was a limited pilot for the last 2 games of the season, the express entry program saw over 800 student enrollments and over 700 total ticket scans through express lanes – with 0 opt-outs. Those who participated not only got through 4x faster, they also loved the experience.

### Mike Castle – Associate AD / Ticketing

*“I saw a lot of people do it and go ‘wow, that was easy’, for me it’s a no-brainer to solve a problem that fans are most vocal about.”*



### Total Tickets

Number of tickets scanned at express entry lanes during the 2-game pilot program