How LAFC Built Their Sponsorship and Ticket Sales Organization From the Ground Up With Help From KORE Software

Ask any team and they'll acknowledge that one of the most important and difficult tasks is maximizing sponsorship, premium, and season sales revenue. When Los Angeles Football Club began selling for their 2018 inaugural season at the start of 2016, they faced every obstacle imaginable - including the task of maximizing sales before the team existed while competing against two NBA teams, two NHL teams, two MLB teams, an NFL team, two top-performing universities, and another MLS team in their direct market area.

> "I've been at other teams before with similar processes and sponsorship management software, but there was always a lack of adoption. The biggest payoff that KORE Software provides my team is a thoughtful user-interface. Every process is streamlined, intuitive and user-friendly. We have 100% user adoption."
>
> Ryan Bishara | Director of Corporate Partnership Strategy, LAFC

But LAFC knew that when building a fan base from the ground up, developing meaningful relationships with fans and corporate partners is priority #1. The silver lining was that they were starting from scratch and could build their sales teams, processes, and systems exactly how they wanted.

Industry veterans Ryan Bishara, Director of Corporate Partnership Strategy, and Brett Broich, Manager of Database Analytics, were in agreement that they needed a partner who could meet all their sponsorship, ticketing, and premium sales needs from one integrated platform and could help curate a high-performance sales operation that would set the tone for years to come. The clear choice was KORE Software, a company uniquely capable of providing best-of-breed software solutions, custom development, and exceptional customer success guidance.

What resulted was 92% sold-out of suites and loge boxes with 7-10 year commitments and well over 13,000 deposits taken for season tickets (before the stadium even existed).

KORE ProSports Sponsorship™ Drives Sponsorship Sales Efficiency and User Adoption

The adage "garbage in equals garbage out" represents a common symptom of inefficient systems. When data inside a system is inaccurate, all other features or reports become useless. The primary cause for bad data is bad user adoption.

KORE Applications in Use

KORE ProSports Ticketing™
KORE ProSports Sponsorship™
KORE ProSports Suites & Premium™

Key Results

92%
Sold out of suites and loge boxes, each with 7-10 year commitments

13k+
Season ticket deposits collected for the 2018 inaugural season

100%
User adoption of the KORE Software system

98%
Pipeline report accuracy due to user adoption and data integrity

When developing the ProSports suite of solutions, KORE Software doubled down on workflow and ease-of-use for end-users. Even the most complicated processes are streamlined, going from data analysis to proposal building to contract and billing to deal tracking, then to deal approval and back to reporting for further insight. As a result, Bishara has full user-adoption and can count on his pipeline to be more than 98% accurate at all times. This means no more delayed reports to executives, and his team can spend more time selling and can make faster decisions.

Bishara commented, "We can look at the data and determine instantly if we need to shift our focus to a specific category. It keeps us active and accelerates our sales process instead of being bogged down by reporting minutia."

Engaging fans and building a following with KORE ProSports Ticketing™ and Suites & Premium™ Modules

How do you go from zero names in your database to garnering over 10,000 deposits for season tickets for your inaugural season? One of the answers, according to Broich, is focusing your sales team on creating meaningful relationships with fans in order to generate a loyal following.

Unlike established teams, LAFC was still evaluating ticketing systems. Which created two unique situations:

1. There's no steady stream of new names flowing in as leads and

2. They would use KORE Software's ProSports™ Ticketing and Suites & Premium modules for 100% of their sales efforts.

Broich stresses that it's not the number of names that counts, it's how you qualify and nurture those relationships that drives sales. That's where he needed a system to serve as a relationship, insight, and sales-activity tool all in one.

Utilizing the KORE ProSports Ticketing module, Broich collected insights on fan preferences and behaviors that would otherwise be unavailable. With every phone conversation, KORE Software's proprietary activity screen prompted the LAFC representative to gather insightful information that could be sliced and diced later on.

In addition, without a stadium and ticketing system, LAFC needed to create a seating manifest to sell from. With the help of KORE Software's exceptional customer success and product development teams, LAFC and KORE were able to design an interactive seat map and premium inventory manifest from the stadium blueprints. LAFC could have outsourced this separately, however,

like many KORE Software customers, they were grateful that one partner could deliver and service an end-to-end sales ecosystem on an integrated platform.

Ready to master your CRM for football sales and sponsorship?

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