

team marketing research

Team	Avg. Ticket	Pct. Change	Cheapest Available ¹	Beer ²	Soft Drink ²	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Los Angeles Lakers	\$89.24	4.5%	\$10.00	\$7.50 ¹⁸	\$3.50 ¹⁶	\$3.75	\$13.00	\$5.00	\$14.99	\$453.95	3.5%
New York Knicks	70.51	0.0%	10.00	6.25 ²⁰	3.25 ²⁴	4.25	30.00	10.00	9.99	394.52	0.0%
Boston Celtics ³	65.43	0.7%	10.00	5.50 ¹⁶	2.50 ¹⁴	3.50	18.00	4.00	9.99	358.72	0.5%
Dallas Mavericks	60.56	11.6%	9.00	4.00 ¹²	2.75 ¹⁵	4.00	20.00	6.00	15.00	339.23	8.0%
Miami Heat	58.55	3.5%	10.00	5.50 ²¹	3.00 ²⁴	3.50	12.00	10.00	18.00	339.20	2.4%
Chicago Bulls	63.00	15.3%	10.00	5.50 ¹²	3.25 ¹²	3.50	15.00	5.00	10.00	335.00	11.1%
New Jersey Nets	60.98	0.0%	10.00	7.00 ¹⁴	3.50 ²⁰	3.75	12.00	5.00	9.99	328.90	0.0%
Toronto Raptors ⁴	55.11	10.3%	10.16	6.86 ¹⁶	4.06 ¹⁴	4.82	20.31	5.08	10.16	320.47	8.5%
Sacramento Kings	59.80	0.0%	10.00	6.00 ¹⁸	2.00 ¹⁶	3.25	10.00	0.00	18.00	318.30	0.0%
Cleveland Cavaliers	56.10	12.2%	10.00	5.00 ¹⁶	2.50 ¹⁶	3.00	8.00	10.00	16.75	317.90	8.3%
Los Angeles Clippers	57.00	8.6%	10.00	7.50 ¹⁸	3.50 ¹⁶	3.75	13.00	5.00	11.00	317.00	6.0%
San Antonio Spurs	51.45	5.2%	9.50	5.00 ¹⁶	2.50 ²⁴	4.00	10.00	5.00	21.00	303.79	9.3%
Phoenix Suns	58.26	8.5%	10.00	6.00 ¹⁶	3.75 ²⁴	3.00	10.00	0.00	10.00	302.04	6.5%
Detroit Pistons	47.50	2.7%	10.00	7.00 ²⁴	3.50 ²⁰	3.00	10.00	5.00	16.00	282.00	1.8%
NBA LEAGUE AVERAGE	48.83	3.6%	9.34	5.62¹⁷	2.99¹⁸	3.52	12.18	4.20	14.36	281.90	2.6%
Denver Nuggets	44.29	3.7%	10.00	6.00 ¹⁶	3.75 ¹²	3.75	10.00	5.00	16.00	271.16	2.4%
Houston Rockets	41.98	8.7%	9.00	7.00 ¹⁶	4.00 ²²	4.50	15.00	0.00	20.00	270.94	6.6%
Philadelphia 76ers	43.00	-8.2%	10.00	5.75 ¹⁶	3.75 ²⁴	3.75	10.00	5.00	17.99	269.48	-5.4%
Milwaukee Bucks	47.64	3.5%	9.44	5.00 ¹⁶	3.00 ¹⁶	3.00	10.00	4.00	12.99	268.56	2.5%
Portland Trail Blazers	47.34	2.0%	9.00	4.75 ¹⁶	1.50 ¹⁶	1.50	13.00	4.00	10.00	251.86	3.3%
Indiana Pacers	42.39	0.0%	10.00	5.00 ¹⁶	3.25 ¹⁶	2.50	8.00	5.00	15.00	250.57	0.7%
Atlanta Hawks	38.00	-9.9%	5.00	5.75 ²⁰	2.00 ¹⁴	3.75	10.00	8.00	15.99	244.48	-6.4%
Utah Jazz	41.31	6.6%	5.00	5.25 ²⁰	2.75 ²²	2.75	8.00	5.00	10.00	235.75	4.5%
Minnesota Timberwolves	39.37	-2.2%	9.00	5.00 ¹⁶	3.00 ¹⁶	3.50	6.00	2.00	13.95	231.38	-1.5%
Orlando Magic	38.46	9.0%	10.00	3.00 ¹²	2.50 ¹⁶	3.00	8.00	5.00	14.99	229.82	5.8%
Seattle SuperSonics	35.00	0.8%	10.00	6.25 ¹⁶	1.00 ¹²	5.00	15.00	0.00	19.00	229.50	1.2%
Memphis Grizzlies	36.82	3.8%	5.00	5.50 ¹⁶	3.25 ²⁰	4.25	10.00	0.00	15.00	228.28	2.4%
Golden State Warriors	31.13	16.9%	10.00	4.50 ¹⁴	2.00 ¹⁴	3.00	15.00	3.00	16.00	206.52	9.5%
Charlotte Bobcats	29.10	0.0%	10.00	5.75 ¹⁶	4.50 ²²	3.75	6.00	0.00	15.00	196.90	0.0%
Washington Wizards ⁵	30.89	-11.0%	10.00	3.50 ¹²	3.00 ¹⁶	3.00	10.00	5.00	10.00	194.56	-9.0%
New Orleans Hornets ⁶	24.58	0.0%	10.00	6.00 ²⁴	3.00 ²⁰	3.50	10.00	0.00	17.99	182.30	0.0%

Average ticket price represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each stadium. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average. Luxury suites are also excluded from the survey. Season-ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season tickets.

The Fan Cost Index™ comprises the prices of four (4) average-price tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least-expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires, along with information provided on the teams' official Web site. Identical questions were asked in all interviews.

Editor's note: This season, as in the past, more than 1 million NBA tickets will be available for \$10 or less.

1. "Cheapest Available" refers to ticket prices posted on a team's Web site as of Nov. 1, 2007. Tickets may or may not be part of a season ticket package.
2. Superscript numbers denote the ounces of the beverage.
3. The Boston Celtics provided TMR with a restructured seating and pricing plan, resulting in a large increase from last season. TMR and the Celtics recalculated last year's results.
4. The Toronto Raptors' prices were converted at a rate of 1CAD=1.01564 USD; 1USD=.9846 CAD.
5. The Wizards' decrease is mostly due to seat restructuring in the team's home arena.
6. After two seasons playing mostly in Oklahoma City, the Hornets now play full-time in New Orleans.

Hang time: NBA tickets continue to catch air in 2007-08

Average ticket price up 3.6 percent to \$48.83; Total FCI rises 2.6 percent to \$281.90

The theme for the 2007-08 National Basketball Association season is “Where Amazing Happens.” Team Marketing Report’s theme for the 2007 NBA Fan Cost Index is, “Where the Usual Happens.”

Average ticket prices for NBA games this season are up 3.6 percent, continuing a steady trend of incremental price increases for the preeminent winter sport of the United States. Fans can expect to pay an average of \$48.83 for a ticket, an increase of almost \$2 from last season, according to TMR’s exclusive survey of season ticket prices.

Kobe or no Kobe, the Los Angeles Lakers will still be the priciest average ticket in the league, with Hollywood’s finest charging \$89.24 for a season ticket, an increase of 4.5 percent from last season. And no, those aren’t Jack Nicholson’s seats. Only the NFL New England Patriots (\$90.89) have a higher average ticket price. This

is the sixth straight year the Lakers have topped this survey. Coming in second again are the New York Knicks at \$70.51.

The Boston Celtics, expected to rejoin the NBA elite this season after adding Kevin Garnett and Ray Allen in the off-season, jump to third overall at \$65.43, but that is due to restructuring of regular and premium seats, according to team-provided information. According to the reconfigured data, it is only a small percentage change in average price.

The Chicago Bulls, always a top draw, are fourth at \$63, followed by the New Jersey Nets at \$60.98. The Dallas Mavericks are the only other team with an average price of \$60 or more, at \$60.56.

While the average ticket price creeps towards the \$50 mark, the NBA still appeals to the everyday fan, with more than one million tickets available for \$10 or less. Several teams still offer \$5 tickets.

Success is one common element among the NBA teams that raised ticket prices this year. Fourteen of last year’s 16 playoff teams increased ticket prices, with the Nets remaining flat and the Wizards,

through some price restructuring, dropping ticket prices 11 percent, down to \$30.89.

Five teams – the Golden State Warriors (16.9 percent), Chicago (15.3), Cleveland (12.2), Dallas (11.3) and the Toronto Raptors (10.3) – reported double-digit price increases – one more than last season. All five of those teams were in the playoffs last year and could reasonably expect to go deep in the post-season in 2008.

Of the four teams that cut prices this season – Washington, the Atlanta Hawks (-9.9 percent), the Philadelphia 76ers (-8.2) and Minnesota Timberwolves (-2.2) – only the Wizards are considered to be play-off-ready.

The New Orleans Hornets, back in the Crescent City full-time after two seasons of mostly playing in Oklahoma City, are still the best bargain in basketball at \$24.58. The Charlotte Bobcats, at \$29.10, are the only other team with an average

ticket under \$30. The Warriors, always one of the cheapest tickets in the league, joined the \$30-and-up club at \$31.13.

Seven teams have average tickets in the \$30 range, eight in the \$40s and seven in the \$50s.

The Lakers continue to dominate the FCI total as well, at \$453.95, well above the average FCI of \$281.90. **The Fan Cost Index™** comprises the prices of four average-price tickets, two small draft beers, four small soft drinks, four regular-size hot dogs, parking for one car, two game programs and two least-expensive, adult-size adjustable caps. The Knicks (\$394.52), Celtics (\$358.72), Mavericks (\$339.23) and Heat (\$339.20), round out the top five.

For the most cost-conscious families, nearly every team offers some kind of value plan again this season. New Jersey, Philadelphia and San Antonio are among teams that offer “all you can eat” mini-plans with unlimited food and beverages – a concept that is growing more and more popular among pro sports leagues.

Table I—2007-08 NBA Family Plans

Team	Price	Package Details
Atlanta Hawks	\$89	Chick-Fil-A Family Nights include four tickets and four CFA sandwich combo meals coupons. Hawks offer this deal at 11 games.
Dallas Mavericks	\$59	Dr. Pepper Family Nights include four tickets and four McDonald’s Extra Value Meal Coupons. Available for 20 games at both \$59 or \$89.
Denver Nuggets	\$59	Family Night package includes four tickets, four pizzas, four Pepsi products and a \$10 ESPN Game Zone card. Available for 10 games.
Golden State Warriors	\$112	Family and Friends Weekend packs include four tickets, drinks, hot dogs and bags of chips. Available for seventeen games from \$112 to \$140.
Indiana Pacers	\$100	Marsh Family Nights include four tickets and vouchers for free hot dogs, Pepsi products, chips and T-shirts. Available for six games, between \$100 and \$180, minimum.
Los Angeles Clippers	\$72	Family Fun Packs include ticket, hot dog and drink for \$18 per person.
Memphis Grizzlies	\$48	Pepsi Family Pack includes four tickets, drinks and hot dogs.
Minnesota Timberwolves	\$100	Life Time Fitness Family Fun Zone pack includes four discounted tickets, turkey sandwiches, pretzels, fruit cups, juice or water and a one-day family pass to a Life Time gym. Available for 18 games.
Philadelphia 76ers	\$31	All-You-Can-Eat section includes popcorn, soft drinks, hot dogs and chips and salsa. Ticket price is per person.
Toronto Raptors	\$NA	Nickelodeon Family Fun Days include premium items for kids.