

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	\$93.25	0.0%	\$10.00	\$6.75 ¹⁶	\$3.50 ¹⁶	\$5.00	\$15.00	\$5.00	\$14.99	\$475.48	-0.8%
New York Knicks	68.04	-3.5%	10.00	7.50 ²⁰	4.25 ²⁴	4.25	30.00	6.00	24.00	411.17	-2.1%
Boston Celtics	68.55	0.0%	10.00	7.25 ¹⁶	3.75 ¹⁴	4.50	25.00	5.00	18.00	392.70	0.9%
Chicago Bulls	64.25	0.0%	10.00	7.00 ²⁰	5.00 ²⁴	5.75	25.00	5.00	20.00	389.00	11.5%
Miami Heat	58.55	0.0%	10.00	7.50 ²⁴	4.50 ²⁴	5.00	35.00	15.00	10.00	372.20	5.7%
Phoenix Suns	64.16	0.0%	10.00	9.00 ²⁴	3.75 ²²	3.00	12.00	0.00	12.00	337.63	3.7%
Portland Trail Blazers	63.05	3.0%	10.00	6.00 ¹⁶	4.00 ¹⁶	4.00	13.00	4.00	10.00	337.20	2.2%
San Antonio Spurs	55.47	-1.6%	9.50	5.00 ¹⁶	2.50 ¹⁶	4.50	8.00	5.00	22.00	321.90	-2.3%
Toronto Raptors ⁴	49.32	-1.9%	11.65	6.53 ¹⁶	3.73 ¹⁴	4.74	18.64	4.66	20.51	313.20	-0.6%
Los Angeles Clippers	53.50	-1.8%	10.00	6.75 ¹⁶	3.50 ¹⁶	5.00	15.00	5.00	11.00	308.50	-2.5%
Sacramento Kings	57.50	-3.8%	10.00	6.50 ¹⁸	2.25 ¹⁶	3.75	10.00	0.00	16.00	305.00	-4.1%
Atlanta Hawks ³	51.78	1.3%	10.00	7.00 ¹⁶	4.00 ²¹	4.50	10.00	0.00	15.00	295.13	0.9%
Cleveland Cavaliers	55.95	0.0%	10.00	5.00 ¹⁶	2.50 ¹⁶	3.00	10.00	0.00	13.99	293.78	-8.3%
NBA LEAGUE AVERAGE	48.90	-2.8%	9.16	6.50¹⁸	3.62¹⁸	4.11	12.99	3.26	15.25	289.54	-1.4%
Denver Nuggets	47.30	0.0%	10.00	6.25 ²⁴	4.00 ¹⁶	4.50	10.00	5.00	16.00	287.70	6.1%
Dallas Mavericks ³	51.52	-7.5%	2.00	5.00 ¹⁸	2.75 ¹²	3.50	8.00	5.00	12.99	285.07	-8.3%
Houston Rockets	42.87	-1.2%	9.00	7.25 ¹⁶	4.25 ²²	6.00	15.00	0.00	20.00	282.00	1.0%
New Jersey Nets	44.51	-19.0%	7.00	8.00 ¹⁶	3.75 ²²	4.25	12.00	4.00	15.00	276.03	-10.8%
Detroit Pistons	47.50	0.0%	10.00	7.00 ²⁴	3.50 ²⁰	3.00	10.00	5.00	17.00	274.00	-2.8%
Philadelphia 76ers	43.00	0.0%	10.00	7.50 ¹⁶	2.75 ¹⁶	4.00	10.00	5.00	17.99	269.98	-1.1%
Milwaukee Bucks	46.00	-3.9%	10.00	6.00 ¹⁶	3.00 ¹⁶	3.50	10.00	4.00	12.99	265.98	-2.7%
Golden State Warriors	37.50	-3.8%	10.00	7.50 ²⁰	5.00 ²⁰	5.75	15.00	3.00	16.00	261.00	-2.2%
Oklahoma City Thunder ³	45.99	-2.4%	10.00	5.00 ¹⁶	3.50 ¹²	4.00	8.00	0.00	12.00	255.96	-1.7%
Utah Jazz	43.90	0.0%	6.50	6.50 ²⁰	3.25 ²²	3.25	8.00	0.00	10.00	242.60	0.0%
Orlando Magic	40.30	0.0%	10.00	3.75 ¹²	3.25 ¹⁶	3.75	8.00	5.00	14.99	234.70	0.0%
Minnesota Timberwolves	34.50	-4.9%	9.00	6.75 ¹⁶	3.75 ¹⁶	3.75	10.00	2.00	15.00	225.50	-2.0%
Charlotte Bobcats	33.25	0.0%	10.00	5.75 ¹⁶	4.50 ²²	3.75	6.00	0.00	15.00	213.51	0.0%
New Orleans Hornets	26.75	6.3%	10.00	7.00 ¹⁶	4.00 ²⁴	3.00	10.00	0.00	20.00	199.00	3.3%
Washington Wizards	27.21	-6.6%	10.00	8.00 ²⁴	4.00 ¹⁶	4.00	10.00	5.00	10.00	196.83	-3.3%
Indiana Pacers	30.02	-29.5%	5.00	5.00 ¹⁶	3.25 ¹⁶	2.50	8.00	0.00	15.00	191.07	-20.8%
Memphis Grizzlies	24.10	0.0%	5.00	5.50 ¹⁶	3.25 ²⁰	4.25	10.00	0.00	15.00	177.42	-3.0%

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, and for the NBA, not included in the chart. 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. Please e-mail TMR at jgreenberg@teammktg.com if you have any questions about the FCI. Historical information is available on our Web site, teammktg.com.

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, or through outside sources. Identical questions were asked in all interviews.

Editor's note: This season, more than 2 million NBA tickets will be available for \$10 or less, an increase of around 300,000 total tickets compared to last season.

1. "Cheapest Available" refers to ticket prices posted on a team's Web site, or provided by the team, as of Oct. 30, 2009. Tickets are, by and large, part of a season ticket package.

2. Superscript numbers denote the ounces of the beverage.

3. Teams provided retroactive changes to 2008-09 pricing and/or seat scaling. This also causes a slightly different percentage change from one year to the next. Last year we reported an average of \$49.47. For this study, we used the adjusted figure \$50.31 as the 2008-09 average price. The biggest changes were in Atlanta, which reported wrong numbers last year, and in Oklahoma City, where the average price was mis-represented by TMR.

4. The Toronto Raptors' prices were converted at a rate of 1CAD=932114 and 1USD=1.07283. Last year TMR used the rate of 1CAD=840336 USD; 1USD=1.19 CAD

Big Dipper: NBA prices fall for 2nd time

NBA average ticket price down 2.8 percent to \$48.90; Total FCI down 1.4 percent to \$289.54

The average ticket to an NBA game just got a little cheaper, and so did taking a family to a game.

For the first time since the 2001-02 season, ticket prices fell for the league, as the aftereffects to the economic downturn of the last year, continue to show up in sports. This was the biggest drop ever for the league, and second-biggest in FCI history, behind the NHL's 7.5 percent decrease for the 2005-06 season, which followed the season-long lockout.

In 2001-02, NBA teams cut prices by 2.3 percent. (Note: That was before TMR started separating tickets into general and premium categories. This decrease is only for general tickets, which do not include amenities.) None of the three other major North American leagues had an overall price decrease in 2009. The NHL was up just 0.1 percent to \$51.27, while the NFL showed a 3.9 percent increase to \$74.99. Thanks to two new stadiums in New York, baseball was up 5 percent to \$26.64.

Fourteen teams show price decreases, while thirteen kept prices stagnant. The Atlanta Hawks, Portland Trail Blazers and New Orleans Hornets showed slight decreases, but none that consequential. New Orleans, which boasted the largest ticket increase at 6.3 percent (\$26.75), is one of the team with significant sales growth, and is reportedly over 10,000 season plans sold. NBA execs pointed to Portland as another fast riser in ticket sales, and Atlanta is coming off a breakthrough season.

NBA teams have scores of special deals for fans, more than any other sport, and its teams are instructed to offer at least 500 tickets to every game for at least \$10. Some teams, like the Dallas Mavericks, do better. The Mavs offer \$2 tickets, the Memphis Grizzlies and Indiana Pacers have \$5 seats and the Jazz, which were one of the pioneers in ultra-cheap seats, have \$6.50 tickets, which is the same price as the average beer in an NBA arena.

The World Champion Los Angeles Lakers continue their stranglehold on the top spot with an average ticket of \$93.25. Again, as TMR policy, that price does not include "premium" seating, luxury clubs or suites. The estimated average for premium tickets in the NBA, not including suites, is slightly more than \$200 per ticket.

The Boston Celtics, which also kept prices steady, have the second-most expensive tickets at \$68.55. The New York Knicks cut

prices 3.5 percent and now boast an average ticket of \$68.04. The Chicago Bulls, also even from last year, are third at \$64.25, just ahead of the Phoenix Suns, also even, at \$64.16.

Accordingly these teams top the FCI lists as well, along with the Miami Heat. Thirteen teams have FCIs greater than the league average, which is down almost 1.4 percent from last year.

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grams 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, or through outside sources. Identical questions were asked in all interviews.

The biggest drop in prices was reported by the Indiana Pacers, whose average ticket is down 29.5 percent to \$30.02. The cheapest ticket belongs to the Memphis Grizzlies at \$24.10.

The New Jersey Nets, who have a new owner in Mikhail Prokhorov, the Russian billionaire who purchased a controlling interest in the team in September, cut prices dramatically. Their average of \$44.51 is 19 percent less than last year, and is actually less than the Oklahoma City Thunder (\$45.99).

Though to the Nets do have one of the most expensive premium averages at \$500.73 for a small allotment of seats.

Table I—2009-10 NBA deals

Team	Price	Package Details
Atlanta Hawks	\$37	MetroPCS Unlimited Eat Seats: Unlimited hot dogs, pretzels, nachos, popcorn, and Coca-Cola products
Charlotte Bobcats	\$68	Sprite Family Package: Four tix, four sodas, four hot dogs
Cleveland Cavaliers	varies	Arbys' Guys Nite Out: Includes pregame buffet, meet & greet with cheerleaders, free calendar or T-shirt, Q&A with Cavs beat writer
Dallas Mavericks	\$59	Dr. Pepper Family Nights: Four tix, four McDonald's Extra Value Meal coupons
Detroit Pistons	\$90	Big Game Plan: 12 of the hottest games of the season for the price of 9
Golden State Warriors	\$99	Friends and Family plan: 4 tickets, 4 hot dogs, 4 bags of chips, and 4 soft drinks
Milwaukee Bucks	all STs	Benefits include free parking, up to \$400 in concession cards, twenty-five game ticket exchange, free additional tickets, playoff priority
New Jersey Nets	"BOGO"	Kids Country: Buy one adult ticket, get kids ticket free. Early purchase deal too.
New York Knicks	\$42	David Lee's Double-Double Deal: 2 tickets and 2 meals
San Antonio Spurs	\$35	All You Can Eat: Ticket, hot dog, soda, nachos, popcorn and peanuts
Toronto Raptors	\$39.50	Family Fun Days: 4 tickets, a meet & greet with the Raptor mascot, 4 pizza slices or hot dogs, 4 drinks, 2 popcorn, 2 Raptors foam fingers, 1 Raptors Game Day program, post-game free-throws on thecourt and a GTA Family Attractions Pass with discounts for Medieval Times, the CN Tower, the Ontario Science Centre and Playdium