

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	4.5%	\$10.00	\$7.75 ²⁰	\$4.25 ²¹	\$4.75	\$15.00	\$5.00	\$14.99	\$479.48	5.6%
New York Knicks	70.51	0.0%	10.00	7.50 ²⁰	4.25 ²⁴	4.25	30.00	10.00	20.00	420.04	6.7%
Boston Celtics	68.55	4.8%	10.00	7.00 ¹⁶	3.50 ¹⁴	4.25	26.00	4.00	18.00	389.20	8.5%
Phoenix Suns	64.16	10.1%	10.00	6.00 ¹⁶	3.75 ²⁴	3.00	20.00	0.00	20.00	355.63	17.7%
Miami Heat	58.55	0.0%	10.00	5.50 ²¹	3.00 ²⁴	3.50	25.00	10.00	18.00	352.20	3.8%
Dallas Mavericks	62.10	2.5%	2.00	4.75 ¹⁶	4.00 ¹⁶	3.75	20.00	5.00	12.98	344.86	1.7%
Chicago Bulls	64.25	2.0%	10.00	6.25 ¹⁶	3.50 ¹²	4.00	15.00	5.00	10.00	344.50	2.8%
Portland Trail Blazers ³	61.21	11.9%	10.00	6.00 ¹⁶	4.00 ¹⁶	4.00	13.00	4.00	10.00	329.83	9.4%
San Antonio Spurs	56.37	9.6%	9.50	5.00 ¹⁶	3.75 ²²	4.25	8.00	5.00	22.00	329.48	9.2%
Sacramento Kings ⁷	59.80	0.0%	10.00	6.50 ¹⁸	2.25 ¹⁶	3.75	10.00	0.00	16.00	318.20	1.3%
Los Angeles Clippers	54.50	-4.4%	10.00	7.75 ²⁰	4.25 ²¹	4.75	15.00	5.00	11.00	316.50	-0.2%
New Jersey Nets ³	54.98	3.4%	7.00	7.75 ¹⁶	3.75 ²²	4.25	12.00	4.00	11.00	309.42	3.1%
Cleveland Cavaliers	55.95	-0.3%	10.00	5.00 ¹⁶	2.50 ¹⁶	3.00	10.00	0.00	13.99	293.78	-8.3%
NBA LEAGUE AVERAGE	49.47	2.8%	9.52	6.37¹⁷	3.69¹⁹	3.97	13.13	3.34	15.45	291.93	4.5%
Denver Nuggets	47.30	6.8%	10.00	6.25 ²⁴	4.00 ²⁰	4.50	10.00	5.00	16.00	287.70	6.1%
Toronto Raptors ⁴	45.31	5.1%	10.50	5.67 ¹⁶	3.36 ¹⁴	3.99	16.81	4.20	18.49	284.17	11.3%
Detroit Pistons	47.50	0.0%	10.00	7.00 ²⁴	3.50 ²⁰	3.00	10.00	5.00	17.00	284.00	0.7%
Houston Rockets	43.40	3.5%	9.00	7.25 ¹⁶	4.25 ²²	4.75	15.00	0.00	20.00	279.11	3.1%
Milwaukee Bucks	47.86	0.5%	10.00	6.00 ¹⁶	3.00 ¹⁶	3.50	10.00	4.00	12.99	273.42	1.8%
Philadelphia 76ers	43.00	0.0%	10.00	6.50 ¹⁶	4.00 ²⁴	4.00	10.00	5.00	17.99	272.98	1.3%
Golden State Warriors	39.00	25.3%	10.00	7.50 ¹⁶	5.00 ²⁰	5.75	15.00	3.00	16.00	267.00	29.3%
Utah Jazz	43.90	6.3%	6.50	6.50 ²⁰	3.25 ²²	3.25	8.00	5.00	10.00	252.60	7.1%
Indiana Pacers	41.09	-3.1%	10.00	6.00 ¹⁶	3.50 ¹⁶	3.50	8.00	5.00	15.00	252.36	0.7%
Oklahoma City Thunder ⁵	36.35	3.9%	10.00	5.00 ¹⁶	3.50 ¹²	4.00	8.00	0.00	22.00	237.40	3.4%
Atlanta Hawks ³	36.90	6.1%	10.00	7.00 ¹⁶	4.00 ²¹	4.50	10.00	0.00	15.00	235.59	4.9%
Orlando Magic	40.30	4.8%	10.00	3.75 ¹²	3.25 ¹⁶	3.75	8.00	5.00	14.99	234.70	2.1%
Minnesota Timberwolves	36.26	-7.9%	9.00	6.50 ¹⁶	3.50 ¹⁶	3.50	10.00	2.00	13.95	230.04	-0.6%
Charlotte Bobcats	33.25	14.3%	10.00	5.75 ¹⁶	4.50 ²²	3.75	6.00	0.00	15.00	213.51	8.4%
Washington Wizards	29.14	-5.7%	10.00	7.50 ²⁴	4.00 ¹⁶	4.00	10.00	5.00	10.00	203.56	4.6%
New Orleans Hornets	25.17	2.4%	10.00	7.00 ¹⁶	4.00 ²⁴	3.00	10.00	0.00	20.00	192.68	5.7%
Memphis Grizzlies ⁶	24.11	-22.1%	5.00	7.25 ¹⁶	3.25 ²⁰	4.75	10.00	0.00	15.00	182.94	-10.7%

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. Identical questions were asked in all interviews.

Editor's note: This season, as in the past, 1.7 million NBA tickets will be available for \$10 or less.

1. "Cheapest Available" refers to ticket prices posted on a team's Web site, or provided by the team, as of Oct. 28, 2008. Tickets may not be part of a season ticket package.
2. Superscript numbers denote the ounces of the beverage.
3. Teams provided retroactive changes to 2007-08 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 \$48.83. For this study, we used the adjusted figure \$48.11 to compare to the 2008-09 average price.
4. The Toronto Raptors' prices were converted at a rate of 1CAD=.840336 USD; 1USD=1.19 CAD. Last year TMR used the rate of 1CAD=1.01564.
5. The Thunder, formerly the Seattle SuperSonics, are in its first year playing at the Ford Center in Oklahoma City. TMR used Seattle prices from 2007 as a comparison from last year.
6. The Memphis Grizzlies had a major price and seat restructuring this season, eliminating several pricing categories, causing the major decrease.
7. Sacramento provided a late concession adjustment after the first FCI was released. This moved the Kings ahead of the Clippers in overall FCI rankings.

Recession proof? NBA tickets still selling in 2008-09

Average ticket price up 2.8 percent to \$49.47; Total FCI rises 4.4 percent to \$291.80

The 2008-09 NBA season is tipping off in uncertain times. No one is quite sure how the volatile economy will affect the sports world, from sponsorships to ticket sales.

One NBA executive told **TMR** that season-ticket sales, mostly wrapped up before the credit, housing and financial markets nosedived, were solid across the league. Still, news reports that the league let go a number of employees made headlines recently. An NBA official said most of those cuts were previously planned and not representative of the league's financial well-being.

In fact, because of the league's popularity, the NBA thinks its overall product is "recession-resistant."

So it's no surprise then that the average ticket price for NBA game this season has risen slightly - **2.8 percent**. Fans can expect to pay an average of **\$49.47** for a ticket, according to TMR's exclusive survey of **season ticket prices**.

That figure does not include much of the high-end club seating, luxury suites or private clubs.

After a strong rebound season, the Los Angeles Lakers continue to charge the most-expensive average ticket in the league at \$93.25, an increase of 4.5 percent from last season, which matches last year's percentage change. This is the seventh straight year the Lakers have topped this survey. Coming in second again are the New York Knicks at \$70.51.

The NBA champion Boston Celtics are third at \$68.55, a 4.8 percent jump from last year. The Chicago Bulls, fresh off a disastrous season but boasting hometown No. 1 pick Derrick Rose, are fourth in average ticket price at \$64.25.

The Phoenix Suns aren't selling themselves short, or cheap, after losing coach Mike D'Antoni to the Knicks. The Suns had a 10.1 percent increase in tickets, with an "average" season ticket going for \$64.16.

The Dallas Mavericks (\$62.10) and Portland Trail Blazers (\$61.21, up 11.9 percent) are the only other teams with an average price above \$60. In total, there are 13 teams with averages higher than the league mark, which continues to inch toward \$50.

But fear not, bargain shoppers. The NBA continues to provide good deals, for those that search them out (*See Table I*). Thanks to a deal between the leagues and the owners following the lockout 10 years

ago, there are a multitude of seats available for \$10 or less - around 1.7 million according to the league. The Mavericks continue to offer a \$2 ticket and several teams still have \$5 seats.

Six teams have reported overall percentage decreases from last year. While most are really cosmetic changes (moving seats around to different categories), Memphis, for one, made major changes.

The Grizzlies reported a 22.1 percent decrease, with a league-low average price of \$24.11. The Grizzlies are also the cheapest option to take a family of four to a

game. The team's Fan Cost Index total is \$182.94.

The Lakers continue to dominate the FCI chart, at \$479.48, well above the average FCI of \$291.80. **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 (\$420.04), Celtics (\$389.20), Suns (\$355.63) and Heat (\$352.20), round out the top five.

Four teams - the Golden State Warriors (25.3 percent), Charlotte Bobcats (14.3), Trail Blazers (11.9), and Phoenix Suns (10.1) - reported double-digit ticket price increases - one less than last season and the same as in 2006-07.

The New Orleans Hornets, one of the best stories of last season, are still the best bargain in basketball, with an average ticket costing \$25.17 and a Fan Cost Index price of \$192.68.

Table I—2008-09 NBA deals

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 10 games.
Cleveland Cavaliers	\$72	McFamily Nights: Four tix, four McDonald's meals offered for 15 games.
Dallas Mavericks	\$59	Dr. Pepper Family Night: four 300-level tickets, four value meal coupons to McDonald's. Also available for \$89.
Los Angeles Clippers	\$72	Family Fun Packs include ticket, hot dog and drink for \$18 per person.
Memphis Grizzlies	\$600	Economic Entertainment plan: two terrace season tickets and concession credits.
Miami Heat	\$104	Papa John's Family Meal Deal: four tickets, pizzas, Pepsi's.
Minnesota Timberwolves	\$40	All-You-Can-Eat seats include hot dogs, nachos, popcorn and soft drink.
New Orleans Hornets	\$99	Four tickets, hot dogs, chips and soft drinks.
New York Knicks	\$20	New York Post Family and Friends: One ticket, one free popcorn, \$10 off parking, offered during 12 games. Tickets range from \$20 to \$44.50.
Philadelphia 76ers	\$99	Fandango Family Fun Pack: Four tickets, hot dogs, soft drinks and movie passes
Sacramento Kings	\$55	Guys Night Out: Weekend plan includes ticket, combo meal, pre-game meet and greet with Kings Dance Team.
Washington Wizards	\$79	Family Fun Nights: Four tickets, drinks and hot dogs