
GEOTIX™
LOCAL TICKETS. ONE PLACE.

GEOTIX
LOCAL TICKETING SIMPLIFIED

GEOTIX
LOCAL TICKETING, SIMPLIFIED

In 2008, we choose to turn the ship into the storm.

We began building new products, many of which look familiar to everyone in media.

From 2008 to 2012...

we beefed up our website dramatically, launched five monthly e-newsletters and one daily, sold sponsored content and native content, and on from there. We even launched three new magazines

In a matter of a few years, we grew our audience from **355,000** to over **2.1 million**.

Through it all, I was determined to never be completely dependent on advertising revenue again.

The hunt for non-advertising revenue began in 2011 with this question:

What can we sell our audience, based on the content they come to us for, that they intend to purchase anyway?

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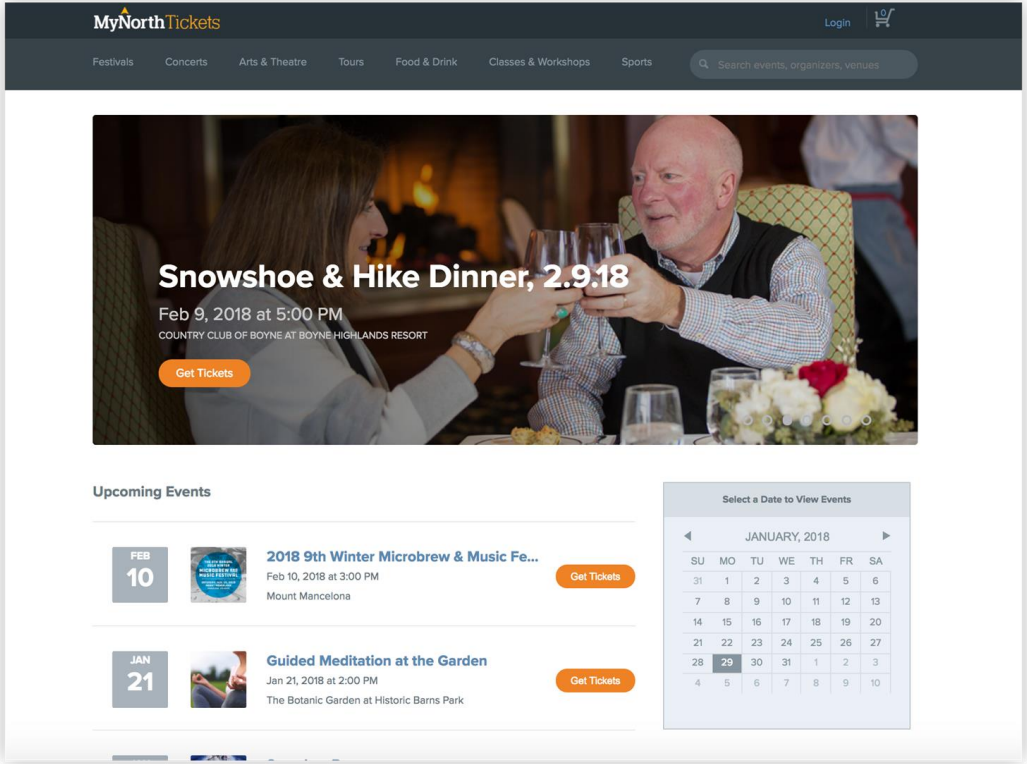
I was a surprised as anyone to discover that our event content, and that of all local media companies, has the power to unlock **$5.5 billion** dollars in ticket fees in the US alone.

There’s a simple truth...

All event discovery is **local**.
All ticket buying is from a national company

MyNorthTickets

a local ticket portal to monetize content, expand our audience, and build our brand



The current way all of our content sells tickets...

- We pay a lot of money to produce and disseminate content about things to do in our cities and regions
- We attract value audiences to our content
- We sell advertising to businesses who want to reach that audience
- We send our audiences somewhere else to track down and buy tickets

We promote all events

Party Pics | Restaurants | Events | Best of Detroit | Life & Style | Health | Give Detroit | Travel | Faces of Detroit | Great Places | Real Estate

HOUR DETROIT DIRECTORY: DOCTORS | DENTISTS | RESTAURANTS | SHOPPING | OTHER PROFESSIONALS

Events

SPARK - DETROIT GARMENT GROUP'S ANNUAL FASHION FETE

Date/Time

Oct 13, 2016
07:00 PM until 10:00 PM

Description

SPARK
DETROIT GARMENT GROUP'S ANNUAL FASHION FETE

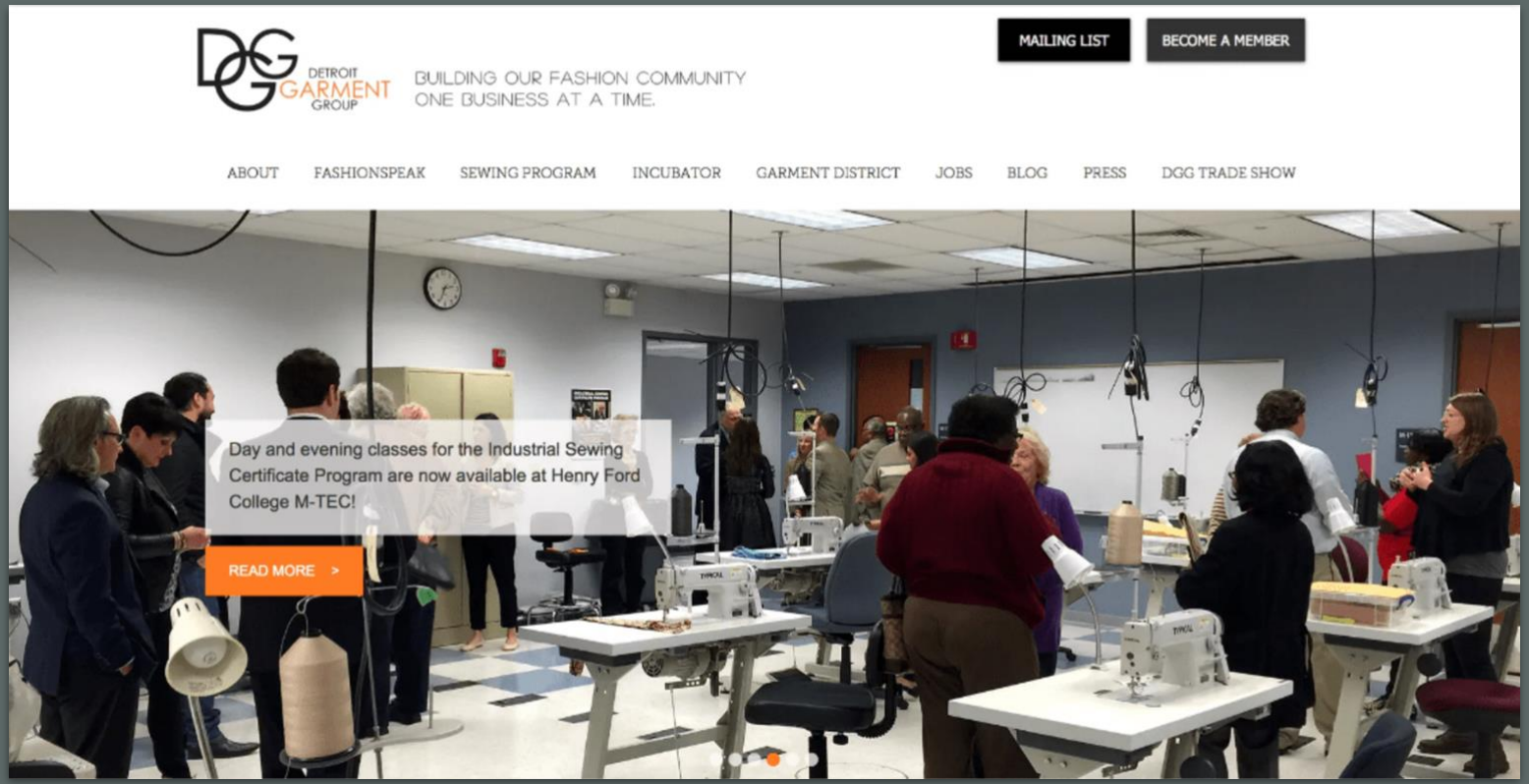
DGG's inaugural fundraiser - SPARK - ignites the Motor City from 7-10 p.m., Thursday, October 13 at One Woodward in Detroit. Guests will enjoy light bites and cocktails while browsing the silent auction, taking part in a high-energy raffle, and viewing a curated-fashion exhibit from local designers. DJ Thornstryker (Emily Thornhill) - the NBA's first ever female DJ, and fellow fashion designer - will stream the evening's soundtrack as guests dance the night away. Finally, guests can create keepsake memories of the evening with photo and gif fun via Tap Snap. This years theme is "The Future of Fashion." Attendees are encouraged to dress in futuristic and fashionable outfits. Tickets for the event are $75, available at dggspark.eventbrite.com, and proceeds go to DGG to help continue its programing, and to help grow the local fashion industry as well as cut and sew manufacturers. Our guest of honor is Jeffry Aronsson, founder and CEO of Aronsson Group,

- Calendar Home
- Submit an event
- Get this Event

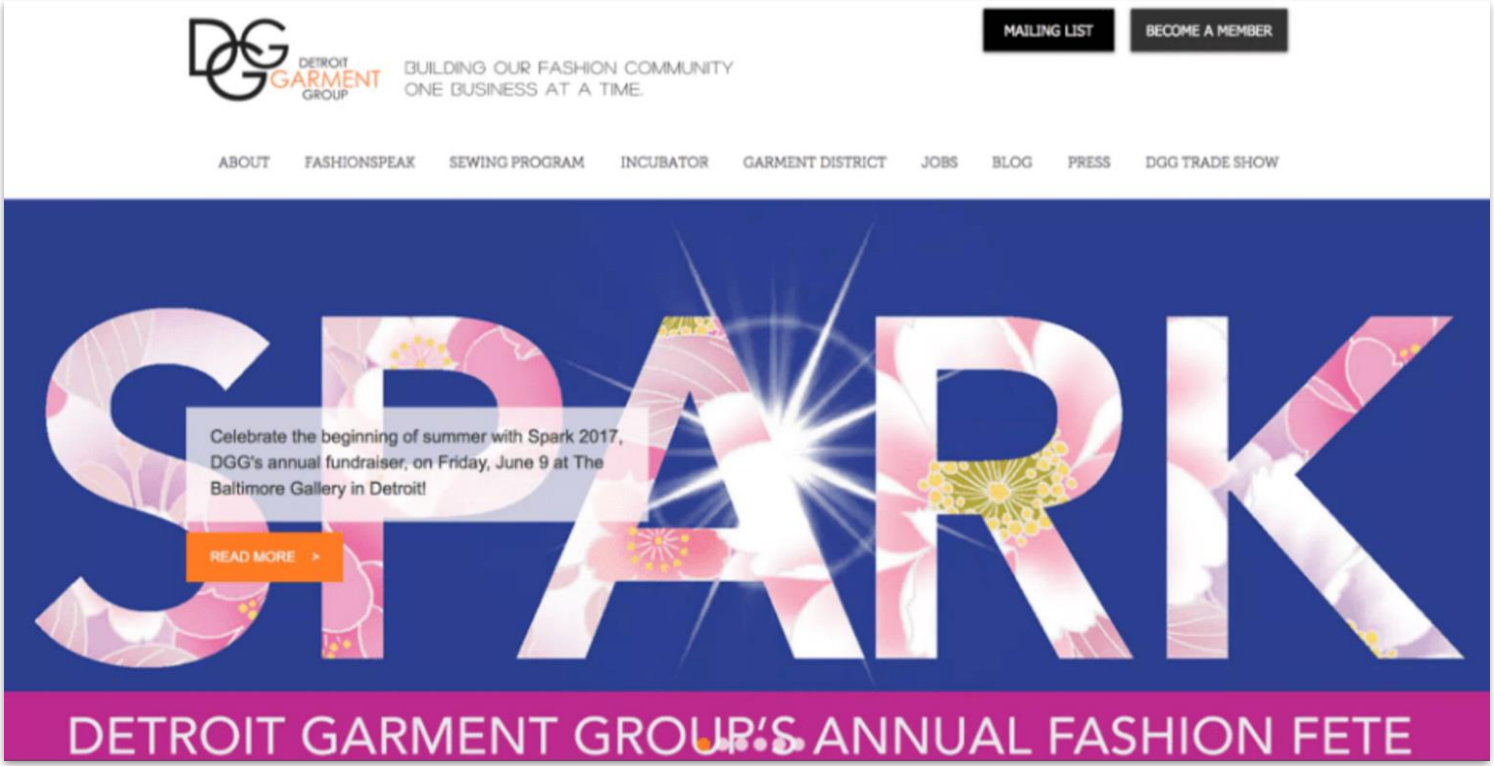
HOUR TOWN FEATURED EVENTS

CYCLE & SHOP FOR A CAUSE

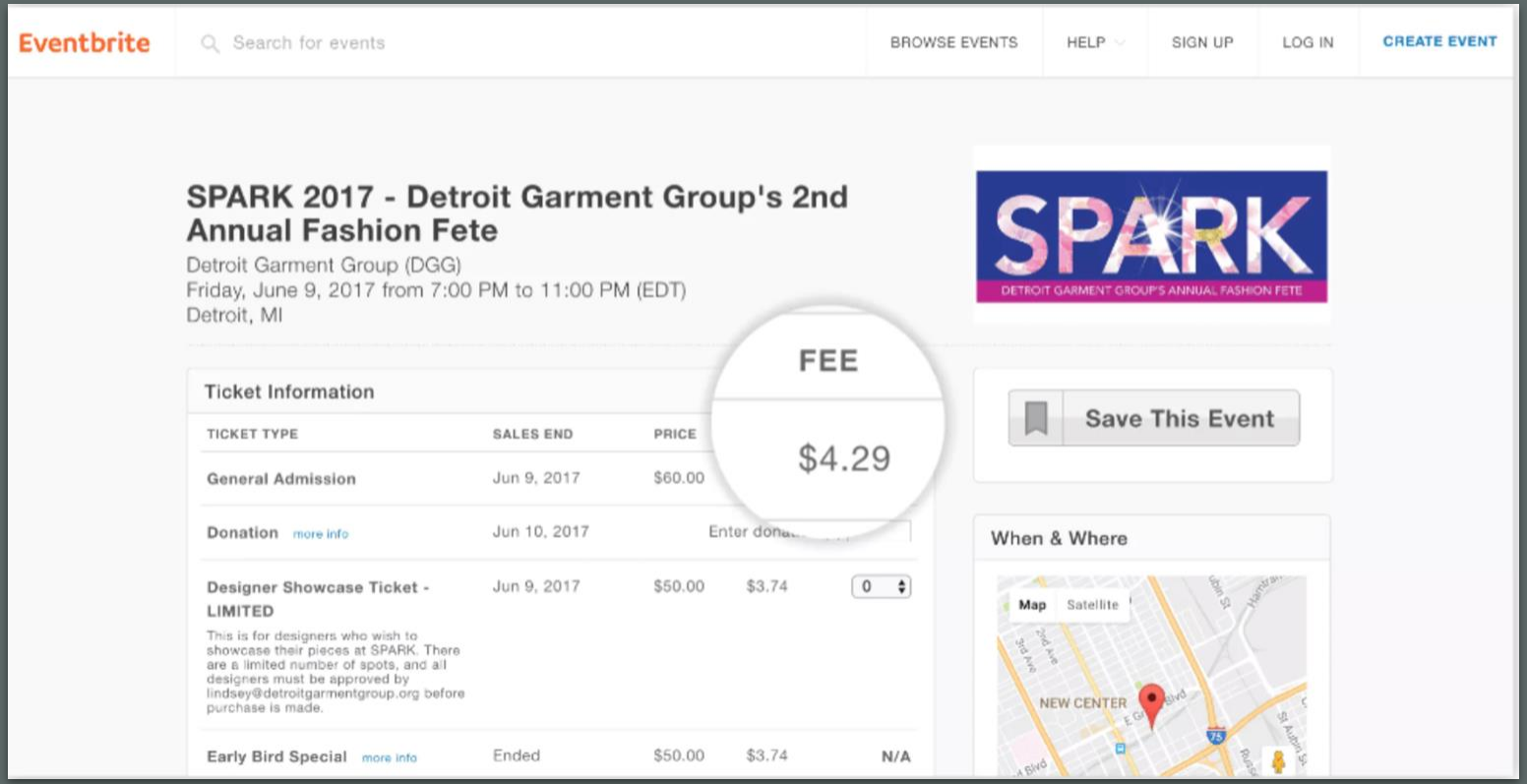
Our audiences have to hunt down tickets



When they finally find the tickets, they have to buy from a national ticket seller



That's right, Eventbrite just made $4. They love all of us!



Just like Google and Facebook, our communities are having significant money sucked out every day

But what if...

We could make it easier for our audience to find tickets

Make events more easier and more successful for our local organizations

And actually generate revenue and email addresses from our audience and content

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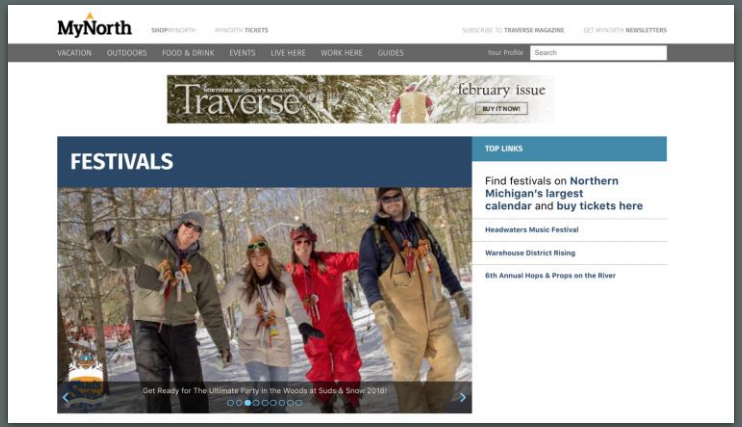
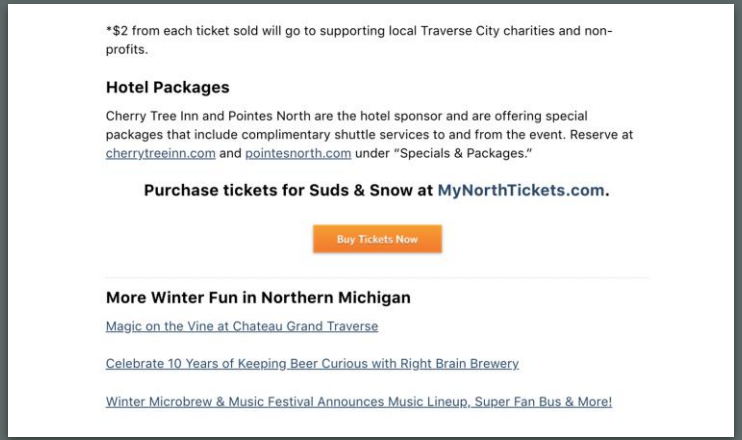
It’s actually really simple.

Our content promotes an event





*$2 from each ticket sold will go to supporting local Traverse City charities and non-profits.

Hotel Packages

Cherry Tree Inn and Pointes North are the hotel sponsor and are offering special packages that include complimentary shuttle services to and from the event. Reserve at cherrytreeinn.com and pointesnorth.com under "Specials & Packages."

Purchase tickets for Suds & Snow at MyNorthTickets.com.

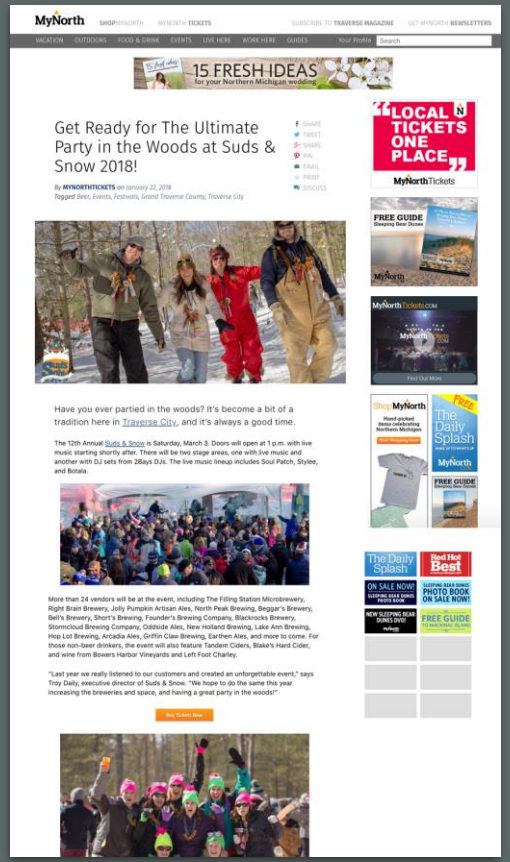
Buy Tickets Now

More Winter Fun in Northern Michigan

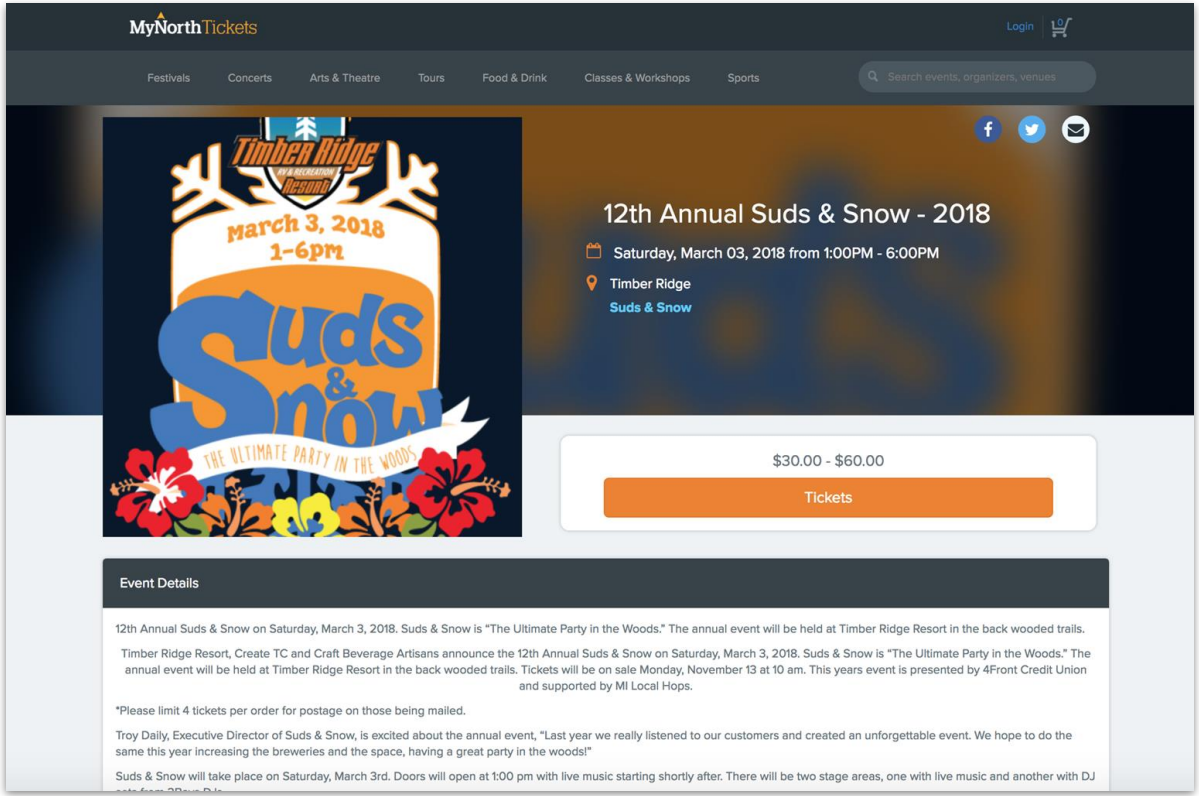
Magic on the Vine at Chateau Grand Traverse

Celebrate 10 Years of Keeping Beer Curious with Right Brain Brewery

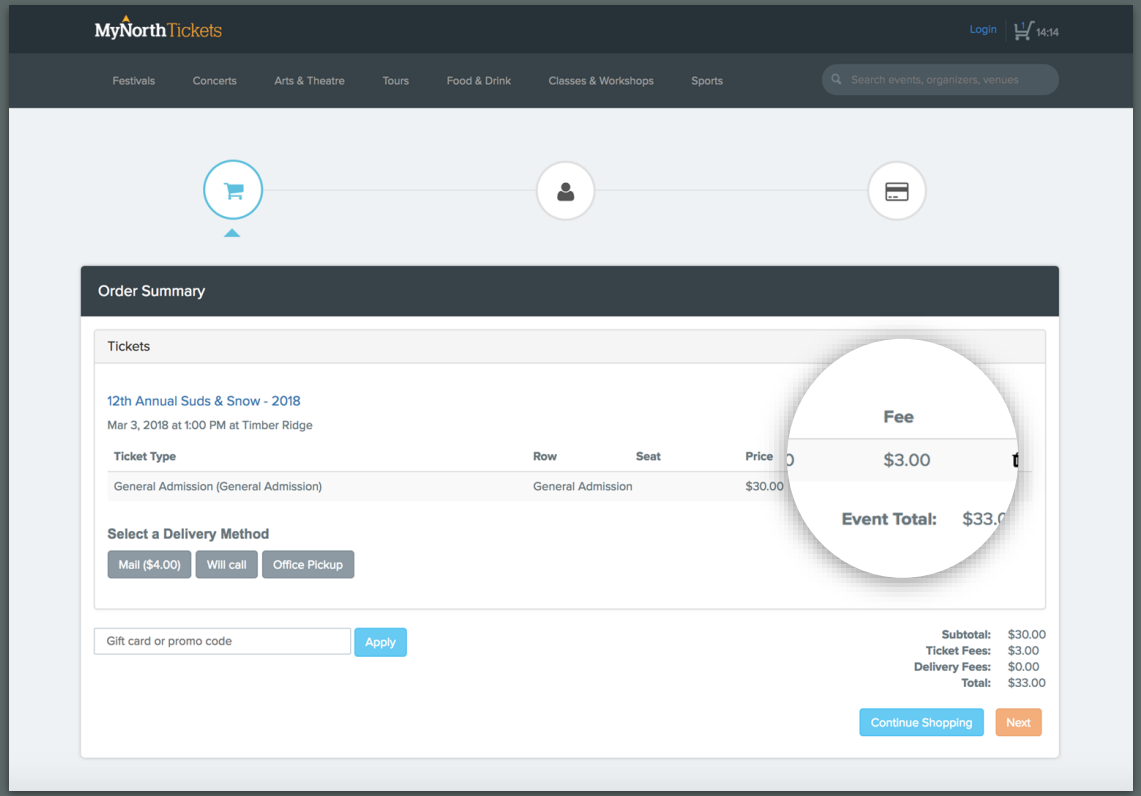
Winter Microbrew & Music Festival Announces Music Lineup, Super Fan Bus & More!



Our content links directly to that event



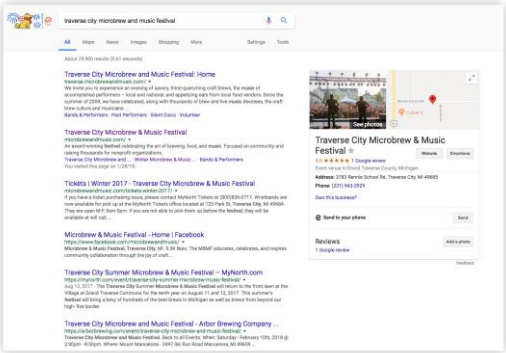
We make the fee



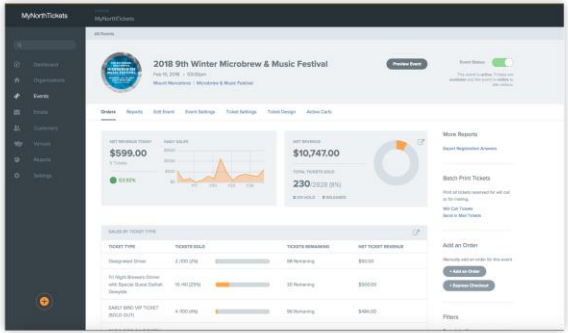
And everything leads to our portal.
...And our ticket fees

EVENT ORGANIZERS WEBSITE

SOCIAL FROM BOTH YOU AND THE ORGANIZATION



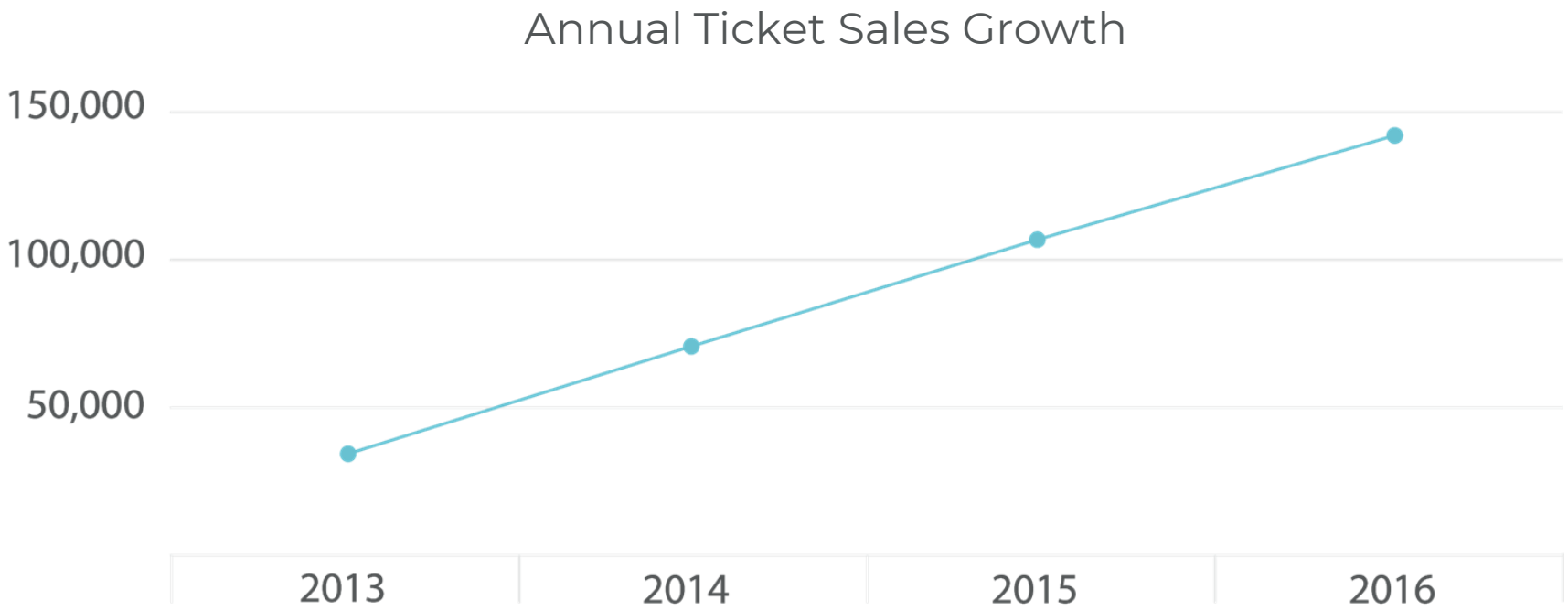
DIRECT TRAFFIC



IN PERSON AND PHONE SALES

We even generate revenue through ticket newsletters

BETA: MyNorthTickets



In operation since 2013. Running on GeoTix since 2015

By the numbers

GEOTIX
LOCAL TICKETING, SIMPLIFIED

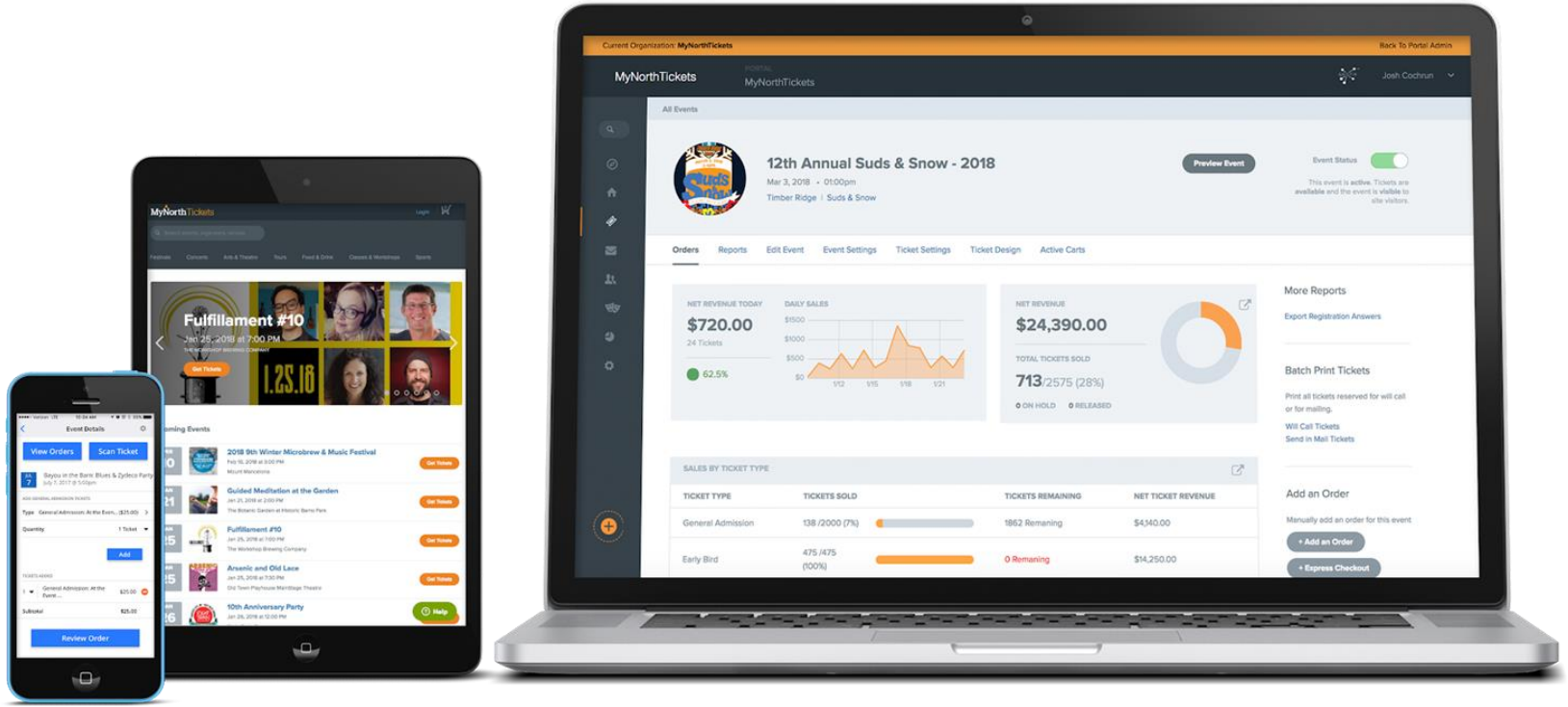
$240,000

ANNUAL
TICKET FEES

54,000

EMAIL
ADDRESSES

The Product


MyNorthTickets
Fulfillment #10
Jan 25, 2018 at 7:00 PM
Event Details
View Orders
Scan Ticket
Review Order
Current Organization: MyNorthTickets
Back To Portal Admin
MyNorthTickets
Josh Cochrun
All Events
12th Annual Suds & Snow - 2018
Mar 3, 2018 • 01:00pm
Timber Ridge | Suds & Snow
Preview Event
Event Status
Orders
Reports
Edit Event
Event Settings
Ticket Settings
Ticket Design
Active Carts
NET REVENUE TODAY
$720.00
24 Tickets
62.5%
DAILY SALES
NET REVENUE
$24,390.00
TOTAL TICKETS SOLD
713/2575 (28%)
ON HOLD
RELEASED
More Reports
Export Registration Answers
Batch Print Tickets
Will Call Tickets
Send in Mail Tickets
SALES BY TICKET TYPE
TICKET TYPE
TICKETS SOLD
TICKETS REMAINING
NET TICKET REVENUE
General Admission
138 /2000 (7%)
1862 Remaning
$4,140.00
Early Bird
475 /475 (100%)
0 Remaning
$14,250.00
Add an Order
Manually add an order for this event
+ Add an Order
+ Express Checkout

How it works

Consumers purchase a ticket through:

- Online local ticket portal
- Event organizers website
- Box Office

Organizations keep the ticket revenue

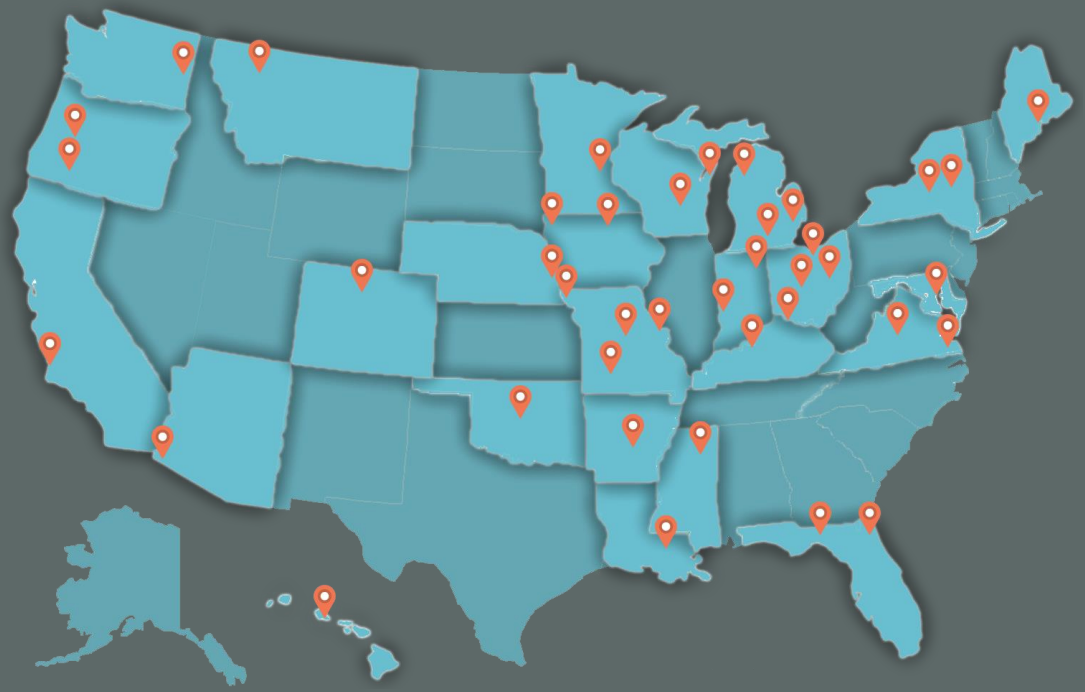
Portals keep the fee on each ticket

GeoTix takes a fee on the portal fee

Why would an event ticket with us over a national ticket seller

	Local Ticket Portal	National Ticketing Provider
Online Ticketing Software	✓	✓
Exposure to a large and engaged audience	✓	
Content that drives directly to a ticket sale	✓	
Local support and service	✓	
Connection to a credible and respected brand	✓	
All the money stays in the community	✓	

In the fall of 2016, we started offering other local media companies the opportunity to become their region's local ticket portal



digitalfirst MEDIA

MORGAN MURPHY MEDIA

LEE ENTERPRISES

HeartlandMedia

In May of 2017, we raised **$1M** in seed money

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We've grown to:

- Over 38 portals throughout the country
- Over 1.2M users and over 5M pageviews
- And have ticketed for over 800 events

Staffing Growth

We've increased our staff from 3 to 10 including a Portal Success team that provides onboarding, sales and system training, prospecting, on site demo days and much more!

GeoTix has grown organically out of a local media company. We didn't go out to the market until we had proven our own success and knew we understood how to make local media companies everywhere just as successful.

WHEN YOU BECOME THE TICKETING SOURCE IN YOUR CITY, YOU CAN:

- GROW REVENUE
- INCREASE TRAFFIC
- CAPTURE EMAILS + DATA
- BUILD YOUR BRAND

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There's one simple truth about event ticketing....

Consumers buy their tickets from the system the event chooses. And when given the chance, **local events** choose **local ticketing**.