

## **Variable Pricing FAQ's**

### **What is variable pricing?**

Variable pricing helps you accurately value tickets to each game. With variable pricing, each game's price will better reflect the actual demand for that game. It will give a true value to each of the games in your package rather than a standard average price. This is helpful when determining how to split up your tickets with partners and friends or listing them for sale.

### **How does this benefit Season Ticket Members?**

Season Ticket Memberships are variably priced, meaning different prices are assigned to individual games within your membership to best reflect the value and expected demand of that particular game. The collective value of all games within your plan equals the total season ticket cost reflected on your invoice.

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### **How did you determine what games fall in which tiers?**

Multiple factors including opponent, day of the week, game time, time of season, and primary and secondary market sales trends/analytics are used.

### **Does this impact my monthly payment plan?**

It does not. Your payments are the total cost of your membership spread out into equal monthly installments.

### **What about preseason pricing?**

Preseason is also variably priced, and at a rate lower than the value game tier.

For specific questions on your preseason pricing please contact your Account Manager or the Membership Services department at 215-218-7825.