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Seating Priority Points Systems

Seating priority points systems (SPPS) are common mechanisms used across the country by athletics programs to determine ticket purchasing and seat location priorities for collegiate athletics events. These systems are designed in a manner that creates incentives for ticket buyers to increase donations to the athletics annual fund or major giving programs in order to get a better seat location. Seats are assigned based on total numbers of points earned and points earned are heavily weighted toward donations. Learn more about such systems by clicking here.

Topics

Fund Raising / Revenue Development

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