

CASE STUDY

USC Rip City Basketball



USC Rip City Basketball is a community based basketball association, run by the University of Sunshine Coast Basketball Association (USCBA), established in 2008. The club plays out of the premier basketball facility on the Sunshine Coast - a three-court indoor air-conditioned 3000 seat capacity stadium at the Sunshine Coast University.

CHALLENGES

About 5 years ago, Rip City grew and evolved from a simply community based junior club basketball to a comprehensive program, including semi-professional men's and women's team. With this growth in their program, they required access to professional programs and systems to better manage the extensive set of programs they were now offering. Each event required special seating types, and manually defining them became a bit of a task. The growth also led them to sell more tickets, and required an easier method of accepting payments. Being a largely volunteer run organization, they were particularly looking for an affordable and professional ticketing system - one that could simplify managing the plentiful aspects that emerged with their community growth.

SOLUTION

Mark Brown, treasurer of Rip City came across Yapsody in 2016. After signing up and using the system, he found Yapsody to be the solution to cope with the massive growth they'd experienced. Here's how Yapsody helped:

Virtual Box Office - Rip City now had a virtual box office to manage the entire ticket sale and management process. The virtual box office gave them ample amount of features - from assigning roles to various members managing the event using the event management feature, to be able to view real time sales reports. Most importantly, they could create a fully customizable online ticket store to display all their upcoming events in one place.

Reserved Seating - Using Yapsody's Reserved Seating feature, Rip City was able to clearly distinguish seats into General Admission and Reserved Seating on the map, allowing attendees to choose based on their preference and making it easier for the presenter himself to manage the ticket sales for both seating types.

Accepting Payments - Yapsody has integrated seamlessly with online payment systems they had in place that transfer the funds to them seamlessly and in a very timely manner. As and when there was a ticket sale, the money would go directly and immediately into their account.

Affordability - Yapsody's pricing was very reasonable for a volunteer organization like theirs. They were also upgraded to the Elite Tier, saving them 60% on the already low ticketing fees.

EXPERIENCE

The treasurer of Rip City says, "We initially only intended for use Yapsody for our semi-profession game ticketing and major events, but found it to be an effective tool to manage presale of many of our programs, including junior clinics and camps offered throughout the year." The community association is highly impressed with the premium feature set that has simplified the entire process of managing event ticket sales. "We have even had the opportunity to provide ticketing service at our home venue for a one-off game for a professional sports team, who specifically comments on how well we had run the ticketing process." Mark adds.



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