

# FAQ Adelaide 36ers Membership and Ticketing for 2016/17

Membership and Ticketing play an integral part of ensuring that the Adelaide 36ers have a team on the court every season. The Club is looking to grow our membership and ticketing base for the upcoming season.

The Club has changed the structure of Membership and Ticketing so our members can see the value of being a member of the Club. Our aim this season is to have more than 7,500 members of the Adelaide 36ers for the upcoming 2016/17 season.

## **What are the changes to this coming season's membership and ticketing?**

The biggest change is that we are separating the membership from season tickets and other ticket packages. You will be able to see what you get for your membership versus cost of the season pass and ticket packages.

Another important change is that you must have a membership to purchase a season ticket or game package. We want our members only to have access to our ticketing packages.

The cost of Child and Family Pricing has increased significantly. See question on page 2 for further explanation.

To have first access to finals tickets, members must have purchased either a season pass or a ticket package, otherwise general members will be able to access finals tickets in the second round of offers.

The ticketing classes have also changed to Alley-Oop (formerly Platinum), Apollo (formerly Gold and Silver Section 7 & 9 East and Section 16 & 18 West), Slam Dunk (formerly Silver Section 8 East and Section 17 West) and Cherry Picker (Silver South Upper). We want the ticketing classes to reflect basketball terms and keep a bit of 36ers history by incorporating the Apollo name in the ticketing class.

The Slam Dunk section now only includes the middle section of the Western and Eastern ends.

## **What products are you offering for season 2016/17?**

The Club sent out a survey to its current members during the 2015/16 season and asked a range of questions relating to membership and ticketing. The answers we received from the survey helped us look at the overall membership product and what our members wanted.

For the coming season, we want to grow our membership base and add more value to Adelaide 36ers Membership. We will be introducing a range of memberships including; Adult, Youth, Child, Toddler, Infant, Interstate and International Memberships.

Our ticketing products we are offering are: season pass, 5-game pack and a 3-game pack.

The servicing of these products is something we are heavily investing in. We want to give members a chance to find out Club information first and have quality membership packs. We want our members to feel part of the Club and to have a website just for them that will include exclusive member content.

## **How can we grow the membership base?**

Basketball is one of the biggest participation sports in Australia with more than 400,000 registered basketball players in Australia, with many hundreds of thousands more who play socially.

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It is a game that can be played by anybody, men, women, adults, children, old, young, the able-bodied and people with a disability. Basketball truly is Everyone's Game.

We want to close the gap by interacting with fans at Local Club level and Social Ball level. To do that, we will be a presence on Friday nights at metropolitan District games and on weeknights at social basketball games at Basketball SA venues across the metropolitan area.

The membership team will be travelling to regional areas throughout South Australia during the off-season recruiting new members. Keep an eye out on [adelaide36ers.com](http://adelaide36ers.com) for the latest information on when the membership team are at a location near you.

## **Why has the price changed for family season passes and Child passes?**

The former Adelaide 36ers pricing structure for family season passes and Child passes did not cover the costs of each seat per game, making the pricing untenable, affecting the Club's financial stability.

With the new organisation beginning last July, they continued with the old organisation's pricing structure as membership and ticketing had already been released and a change would not have been conducive. This season the pricing for a family season pass and child pass reflects a fair price and ensures that it covers the costs for each of the seats per game. The cost of the seat per game is still significantly lower than what the walk up cost will be.

Please note that Family season passes must have two adults and two children memberships chosen to purchase the family pass.

## **What payment options is the Club offering for 2016/17?**

There are different ways to purchase your membership and a ticket package this season.

You can pay the full amount by cash or cheque at the front office of the Adelaide 36ers located at the back entrance of Titanium Security Arena, Monday – Friday, 8.45am – 4.45pm, excluding public holidays.

Secondly, you can pay the full amount via direct deposit to our bank account. Our details are below. Please ensure that current members include your name and member number as a reference. For new members, please include your name and contact number. Ensure that you send in your completed membership form to the Club via post to Adelaide 36ers Membership Team, 44a Crittenden Road, Findon SA 5023 or email the form as an attachment to [membership@adelaide36ers.com](mailto:membership@adelaide36ers.com)

BSB: 015-140

Account Number: 456 128 109

Account Name: Adelaide Basketball Pty Ltd

Thirdly, you can pay the full amount with your credit card (Visa, Mastercard and AMEX) through the Adelaide 36ers Membership Portal or by mailing your completed membership form to the Club via post to Adelaide 36ers Membership Team, 44a Crittenden Road, Findon SA 5023 or email the form as an attachment to [membership@adelaide36ers.com](mailto:membership@adelaide36ers.com). Should you pay online through the Membership Portal, please ensure that you update any details that may be incorrect.

Lastly, you can pay through a payment plan with your credit card (Visa, Mastercard and AMEX) through the Adelaide 36ers Membership Portal or by mailing your completed membership form to the Club via post to Adelaide 36ers Membership Team, 44a Crittenden Road, Findon SA 5023 or email the form as an attachment to [membership@adelaide36ers.com](mailto:membership@adelaide36ers.com). Should you pay online through the Membership Portal,

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please ensure that you update any details that may be incorrect. Whether paying the full price upfront or by paying via a payment plan, all credit card usage will incur a 1.95% credit card fee.

## **What payment plans will you be having this season?**

The Club will be offering two payment plans for 2016/17.

The first being a monthly payment plan, from 16 March 2016 – 16 November 2016.

The second being a fortnightly payment plan from 8 March 2016 to 29 November 2016.

Should you purchase your membership and ticket package after the March 2016 start date, you will have to make a catch up payment (however payments you are behind) as your first payment.

Payment plans can only be paid via credit card through the Adelaide 36ers membership portal.

Whether paying the full price upfront or paying via a payment plan, all credit card usage will incur a 1.95% credit card fee.

## **What date do current season pass holders have to pay to be able to remain in their same seats?**

Current season pass holders have until June 30, 2016 to purchase their membership and season passes to remain in their current seats.\*

\*Season pass holders may be moved across one seat to ensure that there are no gaps in the seating sections.

## **Will members get a discount off of game day tickets?**

Yes, all Adelaide 36ers 2016/17 members will receive a 10% discount off of Alley-Oop, Apollo, Slam Dunk and Cherry Picker ticket classes including the finals series should the team make them. Minor round tickets can only be purchased through your membership portal account when the tickets are on sale. For finals tickets, all members will be contacted with the correct way to purchase tickets.

## **I'm a current season pass holder and I want to change my seat, how do I do this?**

You can make a request to the membership team by calling them on 08 8345 0900 or by emailing [membership@adelaide36ers.com](mailto:membership@adelaide36ers.com) and they will accommodate your request and give you options on seats available to move to.

## **I have/want to purchase a family pass, what age does a child go up to?**

A child must be 15 years or under and the child must turn 15 on or after 1 January 2016 to be classified as a child in the family pass.

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## What types of concession cards do you accept?

The valid concession cards that we accept are:

- Commonwealth Pensioner Concession card
- Full time secondary student card
- Full time Tertiary student card
- Commonwealth Health Care card

## I noticed on the Membership Portal that you can purchase places to Member Events the Club will be holding during the 2016/17 season?

The Club is selling places for an Interstate Supporter Trip, Awards Night and Members Night.

This gives the opportunity for members to commit to attend the interstate trip and / or the Awards Night and pre-pay for the event/s by either paying upfront or by a payment plan making it easier to budget.

## What benefits are being offered as part of being a member?

Member benefits for 2016/17 include:

- A Membership pack which includes great merchandise for adults and kid's and a quality member's t-shirt
- Discounted tickets to all home Adelaide 36ers games
- Member exclusive events including;
  - Members Day
  - Member Kid's Clinic
  - More events will be released once confirmed
- 10% discount off merchandise items on game day, online and at the office during business hours