



# Eventbrite Migration Assistance Program

TicketSignup

© GiveSignup

RunSignup

T TicketSignup





# Today's Agenda

- Why TicketSignup?
  - Pricing
  - Websites
  - Email Marketing
  - Support
  - Features
- How to Transition to TicketSignup





# TicketSignup Costs Less Than Eventbrite.



**\$1.79 + 6.6%** *per ticket* processing fee

+

**\$15 - \$100+** Monthly Eventbrite Pro Email Marketing Subscription (limit 2k - 10k per day)

+

**3%** additional fee for payouts before your event (1.79 + 9.9% per ticket)

+

**\$15+** per day Eventbrite Ads



**\$1 + 6%** *per cart* processing fee

+

**Free** and Unlimited Email Marketing

+

**Weekly Payouts**

+

**Free** Websites with no Ads



# TicketSignup Costs Less Than Eventbrite.

## Eventbrite Reports Second Quarter 2024 Financial Results



August 8, 2024

	Three Months Ended June 30,		
	2024	2023	% Change
Total tickets	66,791	79,805	(16)%
Paid tickets	21,243	23,309	(9)%
Total events	1,415	1,607	(12)%
Paid events	529	563	(6)%
Total creators	358	422	(15)%
Paid creators	177	189	(6)%
Average ticket value (ATV)	\$ 39.55	\$ 38.15	4%
Total ticket buyers	27,356	32,638	(16)%



# TicketSignup Costs Less Than Eventbrite

## Cost Comparison for Small Event Organizations



	Email Cost	Processing Fees: 500 Tickets 2 Tickets per purchase @ \$25	Cost for You	Cost for Your Attendees
	<b>\$0</b> (Unlimited tickets, Limit of 250 emails per day)	<b>\$1.79 + 6.6%</b> <i>per ticket</i>	<b>Free</b> (unless you want to send more than 250 emails)	<b>\$1,720</b>
	<b>\$0</b> (Unlimited tickets, unlimited emails)	<b>\$1 + 6%</b> <i>per cart</i>	<b>Free</b>	<b>\$1,000</b>





# TicketSignup Costs Less Than Eventbrite.

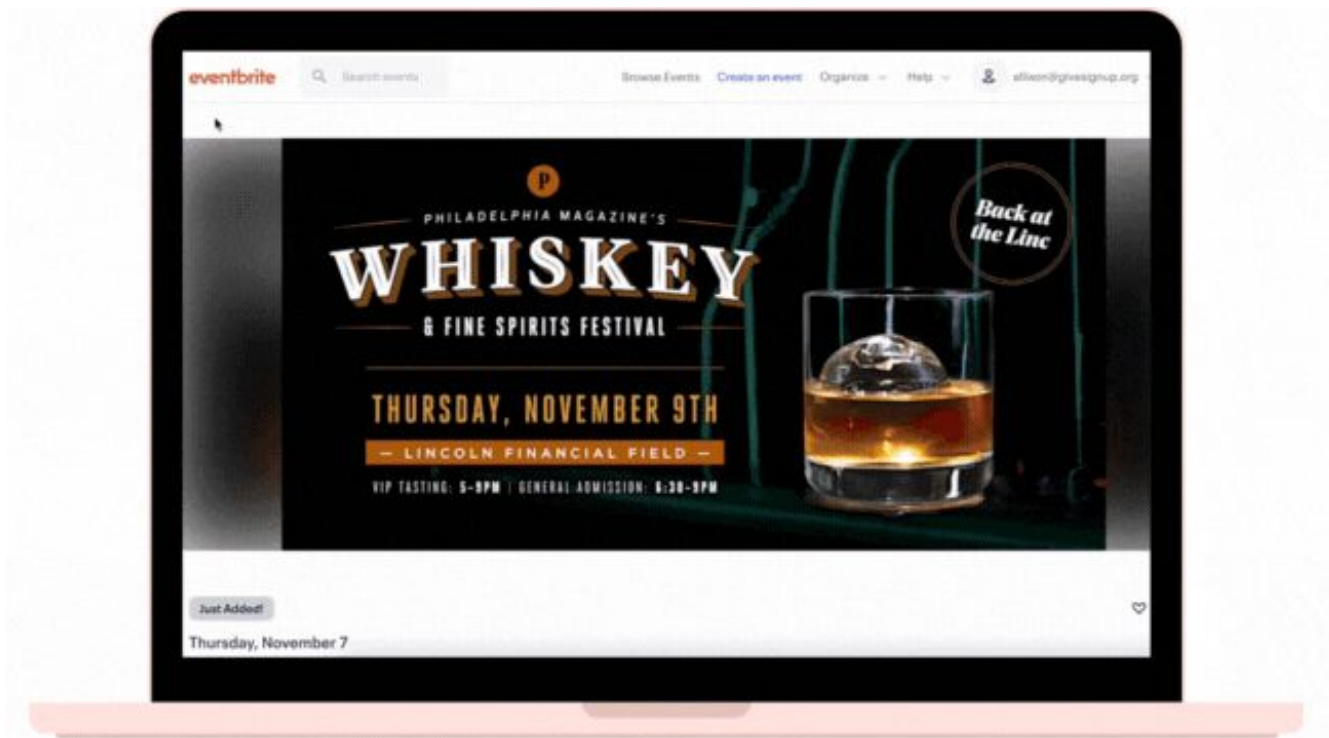
## Cost Comparison for Large Event Organizations

	Email Cost	Processing Fees: 5000 Tickets 2 Tickets per purchase @ \$25	Cost for You	Cost for Your Attendees
	<b>\$960/Anually</b> (Unlimited tickets, Limit of 10,000 emails per day)	<b>\$1.79 + 6.6%</b> <i>per ticket</i>	<b>\$960</b> (Additional cost for advertising)	<b>\$17,200</b>
	<b>\$0</b> (Unlimited tickets, unlimited emails)	<b>\$1 + 6%</b> <i>per cart</i>	<b>Free</b>	<b>\$8,000</b>

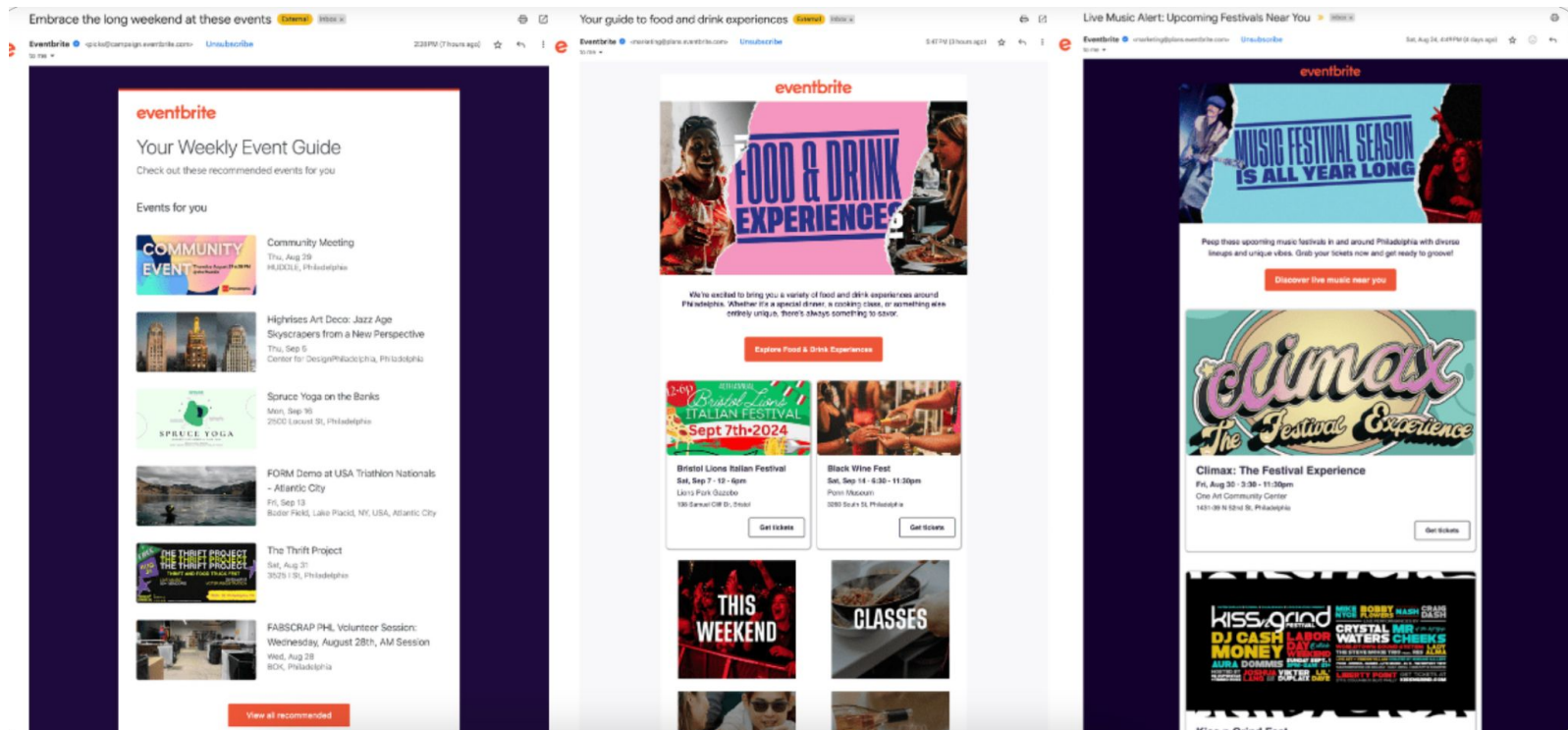
*Volume discounts are available to customers with more than 5,000 tickets per year. Full pricing information is available [here](#).*



# TicketSignup Doesn't Put Ads on Your Website.

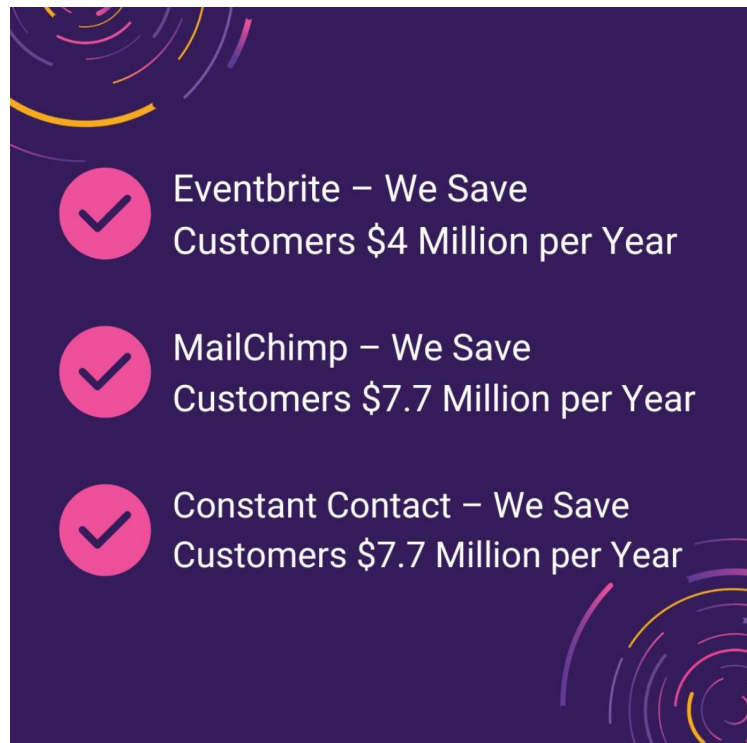
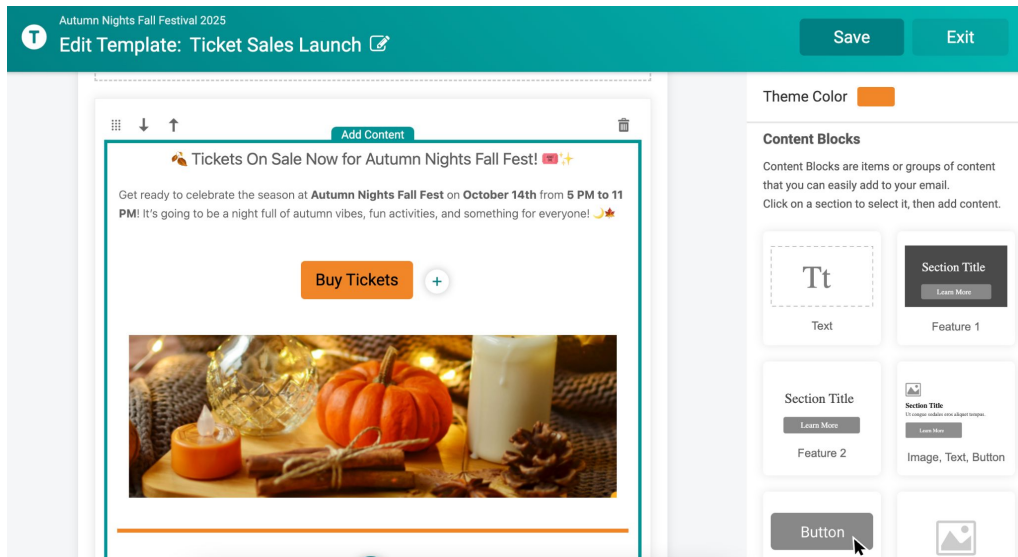


# TicketSignup Doesn't Sell Your Attendee Traffic OR Data





# TicketSignup Gives You Free & Unlimited Email Marketing



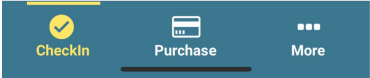
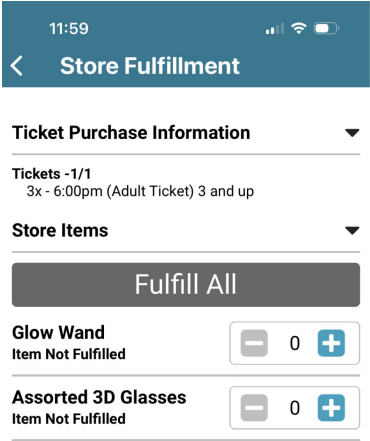
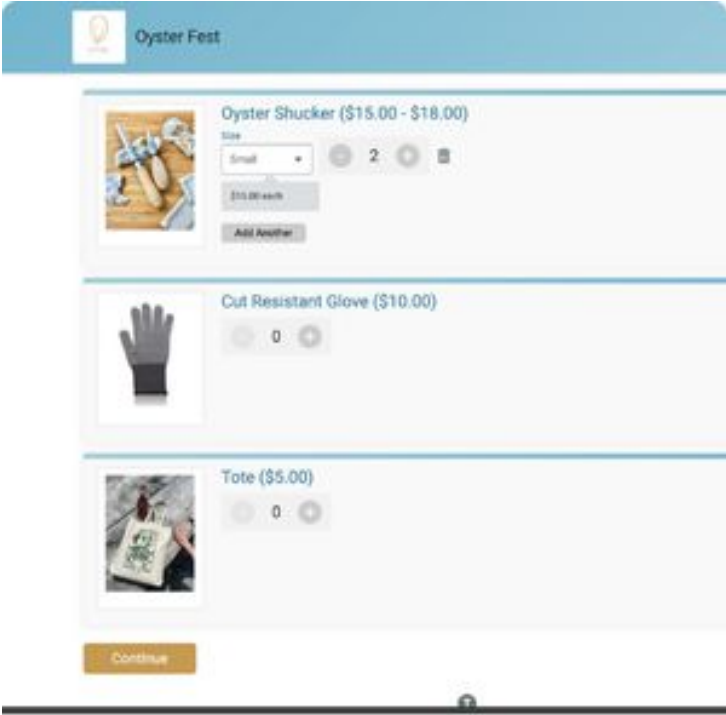


# Need Help? Contact TicketSignup's 100% US-Based Support Team.

- **Free, US-based support.** More than 60,000 emails & 12,000 calls to customers in 2023. 7 days per week, 365 days per year.
- **Dedicated Account Managers:** Optimize your event with dedicated support from people who know events.
- **Extensive resources:** Thousands of YouTube videos, ongoing webinars, and a comprehensive help library.




# Purpose-Built Features: Store





# Purpose-Built Features: MTE Timed Entry

 Buy Tickets for  
BYOB Holiday Lights Trolley - Boston

Back to Event Website X

December 2024

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Select a Time for 12/13/2024

3:00pm - 7:00pm

6:30pm - 10:30pm

Trolley 1 - The Bebob

\$79 per individual

This trolley can accommodate 26 passengers. If available, select 26 tickets to buyout the trolley and a 10% discount will be applied.

8 left

0

Trolley 2 - The Bebob

\$79 per individual

This trolley can accommodate 26 passengers. If available, select 26 tickets to buyout the trolley and a 10% discount will be applied.

14 left

0

Trolley 3 - The Bebob

\$79 per individual

This trolley can accommodate 26 passengers. If available, select 26 tickets to buyout the trolley and a 10% discount will be applied.

26 left

0

Trolley 4 - A.T. O'Keefe's

\$79 per individual

This trolley can accommodate 26 passengers. If available, select 26 tickets to buyout the trolley and a 10% discount will be applied.

2 left

0

Continue

Ticket Caps

Help

If you want to set a cap on total tickets sold for a ticket level, [click here](#)

Month

Day

December 2024

Change Month

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
145 of 208 Sold			22 of 208 Sold	39 of 208 Sold	168 of 208 Sold	181 of 182 Sold
8	9	10	11	12	13	14
143 of 208 Sold	4 of 208 Sold		7 of 208 Sold	90 of 208 Sold	157 of 208 Sold	208 of 208 Sold
15	16	17	18	19	20	21
208 of 208 Sold	6 of 208 Sold		4 of 208 Sold	20 of 208 Sold	111 of 208 Sold	207 of 208 Sold
22	23	24	25	26	27	28
97 of 208 Sold	0 of 208 Sold				82 of 208 Sold	153 of 208 Sold
29	30	31	1	2	3	4

BYOB Holiday Lights Trolley - Boston

Search by Name, Email, etc.

Sun December 1 - Sat December 28, 2024

Boston, MA 02215

View Website

Tickets: 2052

Help

Time Slot Pricing

December 2024

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
Today	Change Month					

12/12/2024

Trolley 1 - The Bebob

3:00pm - 7:00pm

\$79.00

Edit Pricing

Trolley 1 - The Bebob

6:30pm - 10:30pm

\$79.00

Edit Pricing

Trolley 2 - The Bebob

3:00pm - 7:00pm

\$79.00

Edit Pricing

Trolley 2 - The Bebob

6:30pm - 10:30pm

\$79.00

Edit Pricing

Trolley 3 - The Bebob

3:00pm - 7:00pm

\$79.00

Edit Pricing

Trolley 3 - The Bebob

6:30pm - 10:30pm

\$79.00

Edit Pricing

Trolley 4 - A.T. O'Keefe's

3:00pm - 7:00pm

\$79.00

Edit Pricing

Trolley 4 - A.T. O'Keefe's

6:30pm - 10:30pm

\$79.00

Edit Pricing




# Purpose-Built Features: Self-Serve Tickets


10:16

Sign Up for  
Myrtle Beach Food Truck Festival 2024





✕



Congratulations! Your tickets are confirmed.



Tell your friends about this event!



Purchase Summary


Item	Total
Friday April 5th 2024	\$10.00 \$10.00
Admission: Friday April 5th	


AA ticketsignup.io


🔄


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Oyster Fest

Fri September 6 - Sun September 8, 2024

### Ticket Management



Allison Bickel

123 Main St  
Philadelphia, PA 19130 US

Phone: 111-111-1111

Ticket Summary (1):  
General (1)

Resend Confirmation Email

>

Transfer Tickets

>

Transfer Tickets To Friend

>

Referrals

>

Add Items

>

G

R

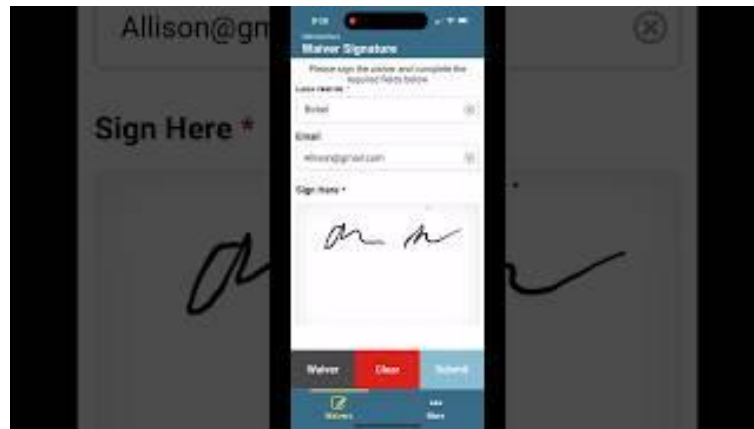
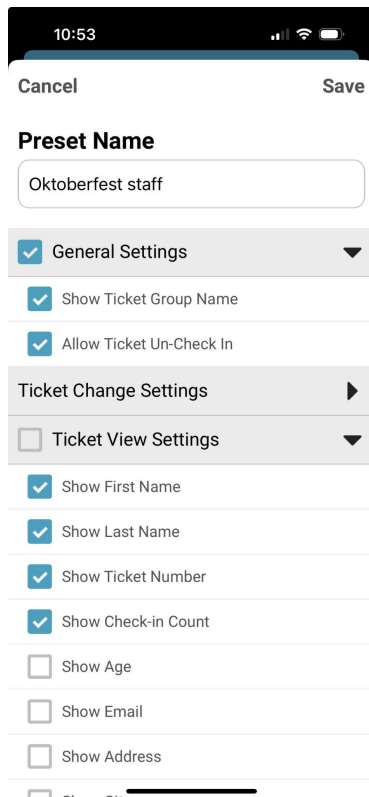
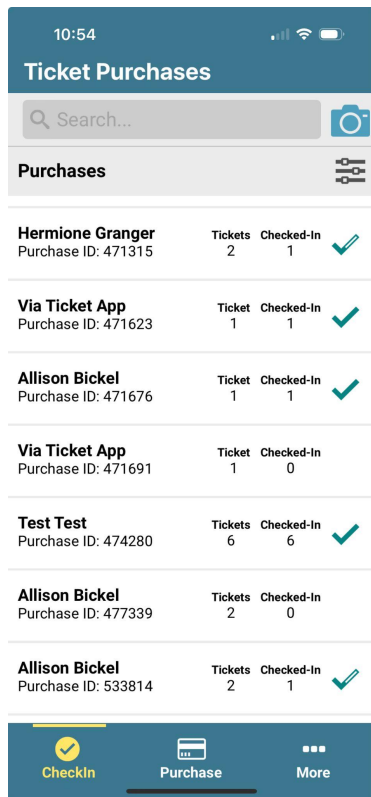
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13



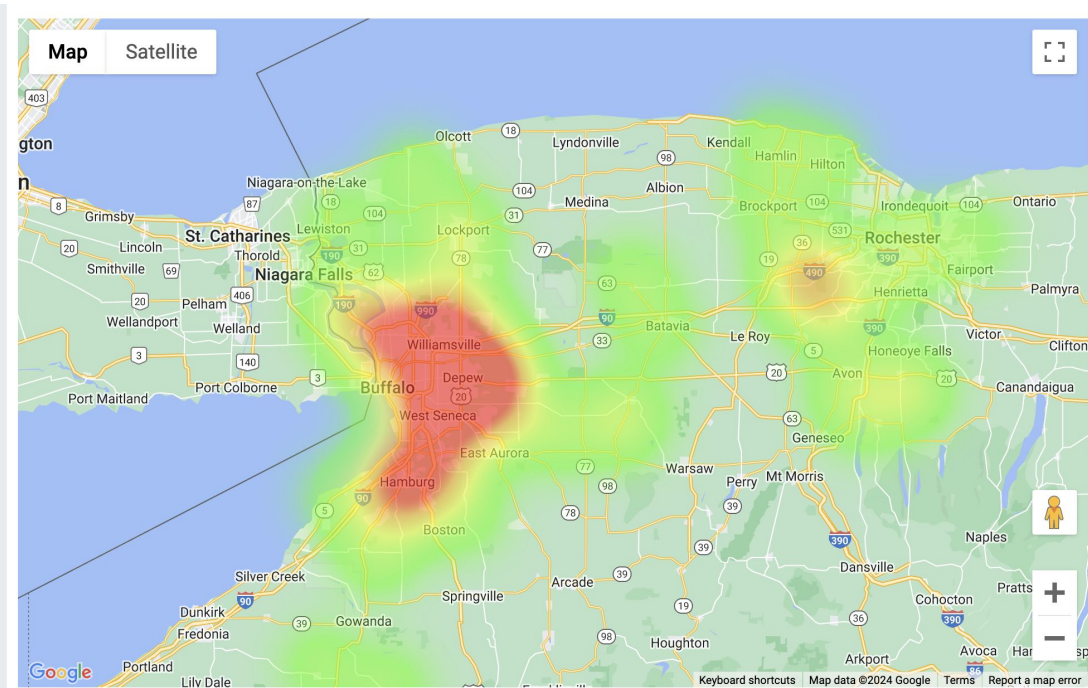


# Purpose-Built Features: On Site





# Purpose-Built Features: Reporting



This heatmap is based on the number of tickets per zip code. When zoomed in far enough, the number of tickets is shown alongside the zip code. For example, '08057: 100' indicates that there were 100 tickets in the 08057 zip

Download as CSV | Download as Excel File | Print

## Sales Tax Transaction Report



Search

Number of Sales Tax Transactions	3,633
Total Sales Tax Collected	\$61,078.57

SALES TAX ID	DATE	STATE	SALES TAX	REMITTED BY	DETAILS
#23700951	08/30/2024 7:48pm MDT	WY	\$3.66	RunSignup, Inc.	WYOMING: \$2.44 WYOMING > TETON: \$1.22 Transaction: <a href="#">gy_GH43D7K3HFRBY47.0</a> <a href="#">Line Items</a> Avalara Info (Admin) Transaction ID: 85586516270641 Order ID: prod-tx-39536692
#23700573	08/30/2024 7:34pm MDT	WY	\$6.72	RunSignup, Inc.	WYOMING: \$4.48 WYOMING > TETON: \$2.24 Transaction: <a href="#">gy_N27JX6NHKKVVK725.0</a> <a href="#">Line Items</a> Avalara Info (Admin) Transaction ID: 85586516270641

## Summary Reports



Search for the report you are looking for



- ☒ Analytics & Marketing
- ☒ Tickets
- ☒ Store
- ☒ Checkin

<b>Ticket Insights</b> Charts featuring page views, tickets, and transactions.	<b>Tickets Sold</b> Number of tickets sold by type.
<b>Heat Map</b> Where tickets are sold most frequently.	<b>Ticket Sales Summary Report</b> Overview of the number of ticket sales by ticket group.
<b>Store Purchases</b> Store item purchase summary.	<b>Question Responses</b> Summary of all responses made to questions.
<b>Checkin Report</b> Overview of ticket checkins.	<b>Checkin Interval Report</b> Chart showing checkins made over a certain interval.
<b>Financial Summary Report</b> Key financial indicators and trends.	



# And More!

- Free Websites
- Free Email Marketing
- Easy to add offline ticket sales - for free
- Custom Questions and Info Collection
- Secure Access invites (plus restricted access)
- Season and Event Passes, with limited & unlimited uses
- Bundled store items with tickets, i.e. VIP gets one time through Attraction & fulfill with Ticket App
- Custom Social Sharing Settings
- Free Text Messaging
- Custom waivers
- Set transaction limits on # of tickets allowed to be purchased at one time
- Multi-Date and Timed Entry

- Marketing Integrations, including Facebook Conversion API, TikTok Pixel, Google Analytics 4
- QR Codes
- Coupons, and auto-applied coupon URLs
- Click to Text Social Share
- Automated Referral Rewards & Refunds
- Cart discounts
- Extra fees
- Donations - one time and recurring
- Add a donation on checkout page
- Sell add-ons
- Photos (unlimited uploads and full album support)
- Dashboard Insights and Analytics - including Heatmap, Tickets Sold, and customizable summary charts
- Integrated Membership - upsell new members & discount tickets for members
- Raffles (for approved nonprofits)
- Custom ticket number assignment
- **And MORE**



# Transition to TicketSignup DEMO







# TicketSignup.io



Search Schedule Call Create Your Event User Profile

Products Use Cases Pricing Knowledge Base About Us

## Create Your Event Today!

With free websites, free email, a flexible ticketing platform and an Event Day App for on site operations, TicketSignup gives you the free and open ticketing technology your event deserves.

Create an Event Schedule a Call

SEND US YOUR PHOTOS

## Get Started

Our simple ticket event wizard makes it easy to setup your event in minutes, build a free event website, free email platform, and an event day Tickets App. Want a little more information, first? Request a call with our team to talk about how TicketSignup technology can help you sell more tickets.

CREATE YOUR EVENT NOW



# Thank You For Joining Us Today

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