



## Four Steps To Saving 40% On Your Tickets

### 1) Eliminate Waste

All tickets that go unused are a waste in every sense of the word. There is zero return on investment on an unused ticket & no tax advantage.

Use Spotlight to identify unused tickets weeks or months prior to an event and get tickets used immediately. Utilizing just 15% more of your tickets **can save up to \$1 million for some firms.**



### 2) Identify Tax Deductions

Tickets used for business reasons- such as giving tickets to employees as incentives or as a gift to clients- are tax deductible through Section 274 of the IRS tax code. Please consult your tax professional and immediately begin taking your deductions. In many cases proper tax deductions can lead to a **savings of up to 20%** from current practices

### 3) Saving Staff Time = Saving \$\$\$

Spotlight eliminates the need to:

- ✓ Keep time consuming & inefficient spreadsheets & reports
- ✓ Run around last minute trying to unload tickets
- ✓ Search constantly for tickets or how to buy tickets

Employees costs are high and time spent managing tickets is **time better spent focusing on your business**



### 4) Allocate Tickets To What Works

Spotlight will identify for you what ticket use drives the most business for your firm. No more guessing!

Run the robust reporting tool to make plans for the upcoming season & concerts. Know in advance which tickets are your most valuable and where they are best allocated. **Putting the right tickets into the right hands = immediate bottom line improvement**