

team marketing research

| Team | Avg. Ticket | Pct. Change | Cheapest Available ¹ | Beer ² | Soft Drink ² | Hot Dog | Parking | Program | Cap | FCI | Pct. Change |
|------------------------------|--------------|-------------|---------------------------------|--------------------------|--------------------------|-------------|--------------|-------------|--------------|---------------|-------------|
| New York Knicks | \$117.47 | 32.5% | \$10.00 | \$9.50 ²² | \$4.75 ²⁴ | \$5.75 | \$30.00 | \$6.00 | \$17.95 | \$608.78 | 20.4% |
| Los Angeles Lakers | 99.25 | 4.2% | 10.00 | 8.00 ²⁰ | 4.75 ²¹ | 5.25 | 15.00 | 5.00 | 18.00 | 514.00 | 5.1% |
| Miami Heat | 67.00 | 10.7% | 10.00 | 8.00 ²⁴ | 5.00 ²⁴ | 6.00 | 35.00 | 15.00 | 15.00 | 423.00 | 11.3% |
| Chicago Bulls | 68.37 | 3.3% | 10.00 | 7.75 ¹⁶ | 5.25 ²⁴ | 5.75 | 19.00 | 5.00 | 15.99 | 393.98 | 7.9% |
| Boston Celtics | 68.55 | 0.0% | 10.00 | 7.25 ¹⁶ | 3.75 ¹⁴ | 4.50 | 25.00 | 5.00 | 17.95 | 392.60 | 0.0% |
| Phoenix Suns | 60.63 | -3.0% | 10.00 | 9.00 ²⁴ | 3.75 ²² | 3.00 | 13.00 | 0.00 | 23.00 | 346.52 | 4.7% |
| Los Angeles Clippers | 51.47 | 0.0% | 10.00 | 8.00 ²⁰ | 4.75 ²¹ | 5.25 | 15.00 | 5.00 | 18.00 | 322.88 | 2.9% |
| San Antonio Spurs | 58.45 | 3.7% | 9.50 | 5.00 ¹⁶ | 3.25 ¹⁶ | 3.00 | 8.00 | 0.00 | 21.27 | 319.34 | 1.3% |
| Toronto Raptors ³ | 46.98 | -7.8% | 9.72 | 7.21 ¹⁶ | 3.98 ¹⁴ | 5.39 | 19.88 | 4.97 | 24.84 | 319.32 | -4.1% |
| Dallas Mavericks | 49.45 | -4.0% | 9.00 | 6.00 ¹⁸ | 4.00 ¹⁶ | 4.00 | 20.00 | 5.00 | 19.99 | 311.78 | 4.7% |
| NBA LEAGUE AVERAGE | 48.48 | 1.7% | 9.52 | 6.96¹⁹ | 3.95¹⁸ | 4.50 | 14.23 | 3.20 | 19.40 | 301.06 | 4.5% |
| Portland Trail Blazers | 48.40 | -4.4% | 10.00 | 7.00 ¹⁶ | 5.00 ¹⁶ | 6.00 | 13.00 | 0.00 | 15.99 | 296.58 | -0.3% |
| Denver Nuggets | 47.30 | 0.0% | 10.00 | 4.75 ¹⁶ | 4.25 ²⁴ | 4.50 | 16.00 | 5.00 | 18.00 | 295.70 | 2.8% |
| Milwaukee Bucks | 46.00 | 0.0% | 10.00 | 6.00 ¹⁶ | 4.00 ¹⁶ | 4.75 | 10.00 | 4.00 | 20.00 | 289.00 | 8.7% |
| Oklahoma City Thunder | 47.15 | 2.5% | 10.00 | 5.00 ¹⁶ | 3.50 ¹⁶ | 4.00 | 8.00 | 0.00 | 22.00 | 280.60 | 9.6% |
| Sacramento Kings | 48.17 | -7.0% | 10.00 | 7.00 ¹⁸ | 3.75 ¹⁶ | 4.00 | 10.00 | 0.00 | 15.00 | 277.68 | -1.6% |
| Cleveland Cavaliers | 48.62 | -7.0% | 10.00 | 6.75 ¹⁶ | 2.75 ¹⁶ | 3.00 | 5.00 | 0.00 | 20.00 | 275.98 | -4.2% |
| Orlando Magic | 43.65 | 2.0% | 10.00 | 5.25 ¹⁶ | 3.50 ¹⁶ | 4.00 | 10.00 | 5.00 | 20.00 | 275.90 | 4.7% |
| New Jersey Nets | 37.06 | -8.5% | 10.00 | 7.75 ¹⁶ | 2.75 ¹⁶ | 4.75 | 17.00 | 5.00 | 26.00 | 272.74 | 4.3% |
| Houston Rockets | 41.00 | -1.0% | 10.00 | 7.25 ¹⁶ | 4.25 ²² | 6.00 | 15.00 | 0.00 | 18.48 | 271.46 | -1.7% |
| Utah Jazz | 42.10 | 1.5% | 8.50 | 7.50 ²⁰ | 3.50 ²¹ | 3.50 | 10.00 | 5.00 | 19.99 | 271.36 | 9.9% |
| Philadelphia 76ers | 39.25 | -4.3% | 10.00 | 7.50 ²¹ | 3.00 ¹⁶ | 4.50 | 12.00 | 5.00 | 19.95 | 263.90 | 0.7% |
| Detroit Pistons | 41.26 | -3.5% | 10.00 | 7.00 ²⁴ | 3.50 ²⁰ | 3.00 | 10.00 | 5.00 | 16.00 | 257.04 | -3.0% |
| Golden State Warriors | 34.13 | 0.0% | 10.00 | 7.50 ²⁰ | 5.00 ²⁰ | 5.75 | 18.00 | 3.00 | 16.99 | 252.50 | 2.0% |
| Atlanta Hawks | 36.13 | 0.0% | 10.00 | 7.00 ¹⁶ | 3.75 ²¹ | 4.75 | 10.00 | 0.00 | 18.00 | 238.52 | 1.5% |
| Minnesota Timberwolves | 31.50 | 0.0% | 7.00 | 6.75 ²⁰ | 3.75 ²⁰ | 3.75 | 10.00 | 3.00 | 20.00 | 225.50 | 1.8% |
| New Orleans Hornets | 30.49 | 4.2% | 10.00 | 7.00 ²⁰ | 4.00 ²⁴ | 4.00 | 10.00 | 0.00 | 20.00 | 217.96 | 4.3% |
| Washington Wizards | 23.64 | -2.5% | 10.00 | 8.00 ²⁴ | 4.00 ¹⁶ | 4.00 | 20.00 | 5.00 | 19.99 | 212.54 | 8.4% |
| Indiana Pacers | 30.59 | 5.0% | 7.00 | 6.00 ¹⁶ | 3.25 ¹⁶ | 4.00 | 8.00 | 0.00 | 18.69 | 208.74 | 11.3% |
| Charlotte Bobcats | 29.27 | -2.3% | 10.00 | 6.50 ¹⁶ | 4.50 ²² | 4.50 | 5.00 | 0.00 | 15.99 | 203.06 | 1.9% |
| Memphis Grizzlies | 22.95 | -1.0% | 5.00 | 5.50 ¹⁶ | 3.25 ²⁰ | 4.25 | 10.00 | 0.00 | 25.00 | 192.80 | 11.0% |

Average ticket price represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each stadium. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average, and for the NBA, not included in the chart. Luxury suites are also excluded from the survey. Season-ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season tickets. Please e-mail TMR at jgreenberg@teammktg.com if you have any questions about the FCI. Historical information is available on our Web site, teammktg.com.

The Fan Cost Index™ comprises the prices of four (4) average-price tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least-expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires, along with information provided on the teams' official Web site, or through outside sources. Identical questions were asked in all interviews.

Editor's note: This season, more than 1 million NBA tickets will be available for \$10 or less.

1. "Cheapest Available" refers to ticket prices posted on a team's Web site, or provided by the team. Tickets are, by and large, part of a season ticket package.
2. Superscript numbers denote the ounces of the beverage.
3. The Toronto Raptors' prices were converted at a rate of 1CAD=.971911USD. Last year, TMR used the rate of 1CAD=.97871.

On Point: NBA tix lifting off post-lockout

NBA average ticket price up 1.7 percent to \$48.48, Total FCI up 4.5 percent to \$301.06

On one hand, the NBA is coming off a very successful season. On the other, there was that momentum-killing lockout.

Caution met reality and resulted in a 1.7 percent increase in the NBA's average ticket this season. The average ticket is \$48.48, according to the exclusive 2012 Team Marketing Report Fan Cost Index.

The NBA average FCI is up 4.5 percent to \$301.06.

The ticket increase comes after two consecutive seasons of overall decreases. Tickets had dropped 5.1 percent (2.3 percent in 2010-11) over the last two FCI surveys.

Before that, the NBA ticket average hadn't gone down since 2001-02 season.

Ten teams showed increases, most of them quite modest. Last season only four teams raised prices.

The New York Knicks had an expected increase after remodeling Madison Square Garden.

The average Knicks ticket, which, like all averages in the FCI, doesn't include

premium or club seats, is up 32.5 percent to a league-high \$117.47.

The Los Angeles Lakers have the second-most expensive non-premium ticket at \$99.25, thanks to a 4.2 percent increase.

With the inncrease, the Knicks overtook the Lakers for the top spot in the Fan Cost Index rankings. The Knicks' FCI is \$608.78, while the cost to take a family of four to the Staples Center for a Lakers game is \$514.

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The average NBA beer is \$6.96, with prices ranging from \$4.75 (a Coors Light at a Nuggets game) to \$9.50 at Madison Square Garden. All beer prices are cheapest option.

Boston kept ticket prices flat with an average price of \$68.55, while the Chicago Bulls raised prices 3.3 percent to \$68.37.

Miami is third in the FCI rankings at \$423, while the Bulls are fourth at \$393.98. Boston rounds out the top five at \$392.60.

Thirteen teams showed ticket decreases, while seven were flat. The decreases were all small. The New Jersey Nets' 8.5 percent decrease to \$37.06 was the largest.

The Nets, playing their second and final season in Newark, are moving to a long-awaited stadium in Brooklyn next season. Thus,

interest is predictably low. According to a tweet from a StubHub spokesperson, as of Jan.24, the company had 41 listings for 1 cent tickets this season, and 40 of them were for Nets games.

The NBA champion Dallas Mavericks didn't raise prices on non-premium seating, staying flat at \$49.45.

The runner-up Miami Heat had the second-biggest percentage increase at 10.7 percent to \$67.

NBA teams have scores of special deals for fans, more than any other sport, and each team is instructed to offer at least 500 tickets to every game for at least \$10. Some teams do better. The Memphis Grizzlies offer \$5 seats, the Timberwolves and Pacers \$7 seats, and the Jazz, Mavericks, Raptors and Spurs also list season tickets under \$10.

Despite a competitive team, the Grizzlies offer the cheapest average ticket at \$22.95 (down 1 percent) and the cheapest FCI at \$192.80. The Grizzlies are the only team with an FCI of under \$200. The Charlotte Bobcats are second-lowest at \$203.06.

The Washington Wizards have the second-lowest ticket at \$23.64 and the fourth-lowest FCI at \$212.54.

The Indiana Pacers added to their playoff-qualifying team last year, and even after a 5 percent increase, Indiana's ticket price of \$30.59 is fifth-lowest. The Pacers' FCI is third-lowest at \$208.74.

EDITOR'S NOTE: Several teams show increases in Fan Cost Index totals this year after an audit of teams' hat prices. The average hat price is now \$19.40, up from \$15.61 in the 2010-11 FCI.

Table I—2011-12 NBA deals

| Team | Price | Package Details |
|------------------------|--------|---|
| Atlanta Hawks | \$99 | Chick-fil-A family night: 4 tickets, 4 combo meal vouchers |
| Charlotte Bobcats | \$45 | Sprite Family Package: Three(+) tickets, \$15 credit for food or team store |
| Cleveland Cavaliers | \$40 | Arby's Night: Tickets, pre-game buffet, Cavs T-shirt, Arby's VIP voucher |
| Memphis Grizzlies | \$48+ | Kroger Family Games: 4 tickets & \$20 Kroger gift card, also for \$96 |
| Milwaukee Bucks | varies | Miller Lite Guys Night Out: Ticket, 1 beer/soda, 1 pilsner glass, 1 courtside club post-game pass, photo opp with dance team |
| Minnesota Timberwolves | \$5 | Wolves College Night: Monday, Tuesday & Wednesday games \$5 with college ID, first 100 students get free upgrade to lower level |
| New Jersey Nets | \$20+ | McDonald's 2 for 1 plan: 2 tickets for price of one, 2 \$10 food vouchers |
| Portland Trail Blazers | \$109+ | Winter Survival kit: 2 tickets to 4 games, 2 movie passes, 2 Nike Hoop Summit tickets, \$25 BW3 gift card |
| Toronto Raptors | \$27+ | MGD guys night out: Pre-game meal, T-shirt, sandwich, drink, meet&greet |
| Utah Jazz | \$90 | Family nights: 6 tickets, 6 hot dogs (extra tickets \$15 each) |
| Washington Wizards | \$59+ | Family Nights: 4 tickets, 4 hats, coupon for large Papa John's Pizza |