



## StubHub Ticket Data – 2009 BCS Title Game (data as of 1/8/09)

Top 10 Bowl Games – Below are the top ten selling bowl games (based on dollar volume), along with the **average** ticket selling prices for each game.

BCS National Championship Game (Florida vs. Oklahoma)	8-Jan	\$684
Rose Bowl (Penn State vs. USC)	1-Jan	\$269
Cotton Bowl (Mississippi vs. Texas Tech)	2-Jan	\$123
Sugar Bowl (Utah vs. Alabama)	2-Jan	\$202
Fiesta Bowl (Texas vs. Ohio State)	5-Jan	\$179
Chick-Fil-A Bowl (Georgia Tech vs. LSU)	31-Dec	\$ 90
Meineke Car Care Bowl (West Virginia vs. North Carolina)	27-Dec	\$117
Orange Bowl (Cincinnati vs. Virginia Tech)	1-Jan	\$ 63
Capital One Bowl (Georgia vs. Michigan State)	1-Jan	\$ 88
Emerald Bowl (California vs. Miami)	27-Dec	\$ 96

### BCS National Championship Historical Comparisons

- The current **average** ticket selling price for the BCS Title Game is **\$684**
- The range of tickets purchased has been **\$215** (Upper End) - **\$3900** (Lower Premium – 40-yd line on the Oklahoma sideline)
- The BCS Title Game is the **highest grossing event in company history**, based on dollar volume (#2 Super Bowl XLII, #3 2008 MLB All-Star Game)
- This year’s National Championship has sold **more than double the amount of tickets** as last year’s game between Ohio State and LSU
- The average ticket selling price for this year’s BCS National Championship Game is **half the price** of the match-ups over the last two years:
  - ‘08 (Ohio State-LSU) - **\$1362**
  - ‘07 (Ohio State-Florida) - **\$1329**
  - ‘06 Rose Bowl (USC-Texas) - **\$1175**
  - ‘05 Orange Bowl (USC-Oklahoma) - **\$412**
  - ‘04 Sugar Bowl (LSU-Oklahoma) - **\$712**
- Buyers from **48 different states** have purchased tickets for the BCS Title Game. Fans from participating teams’ home states: **Florida 57%** - **Oklahoma 4%** (Texas 8%)

### Ticket Buying Tips

1. **Don’t negotiate a deal on the street** - The risks of buying tickets from street scalpers are many, counterfeit tickets can be prevalent and once cash is handed over it’s gone. Plus, selection is limited and pricing is not easily compared to other sellers
2. **Shop Online, But Be Smart** - Make sure to buy from a company with a rock solid reputation for service. (You take your chances buying from someone you meet via Craigslist.)
3. **Insist on a Guarantee** - To be 100% sure you’ll get your tickets and your money is safe; try a site like StubHub which guarantees ticket authenticity, secure transactions and on time delivery. Tickets are worthless if they arrive late.
4. **Customer Service is Key** - Make sure any online site has a clearly visible Customer Service number so that you can easily contact a representative directly with any issues or assistance with your purchase.
5. **Beware of below market prices** - Be wary of any deals that look too good to be true. They usually are.
6. **Always use a credit card** - Credit cards have built in securities against fraud. Cash money and wire transfers should never be used unless you know the seller personally.