

FRONT GATE SPONSORSHIP

citi CASE STUDY



In 2016, Citi leveraged Lollapalooza to increase engagement and customer spend while enhancing fan experience with Front Gate's **FEST** product offering. Utilizing **FEST** empowered Citi to connect with fans through RFID enabled activations and special offers tied into pre-festival cashless registration.

CITI GOAL

Drive brand awareness, increase customer engagement and spend, and build affinity by offering cardmembers special offers, on-site perks, and ticket giveaways.



6. Card Information
Double check your card details before proceeding.

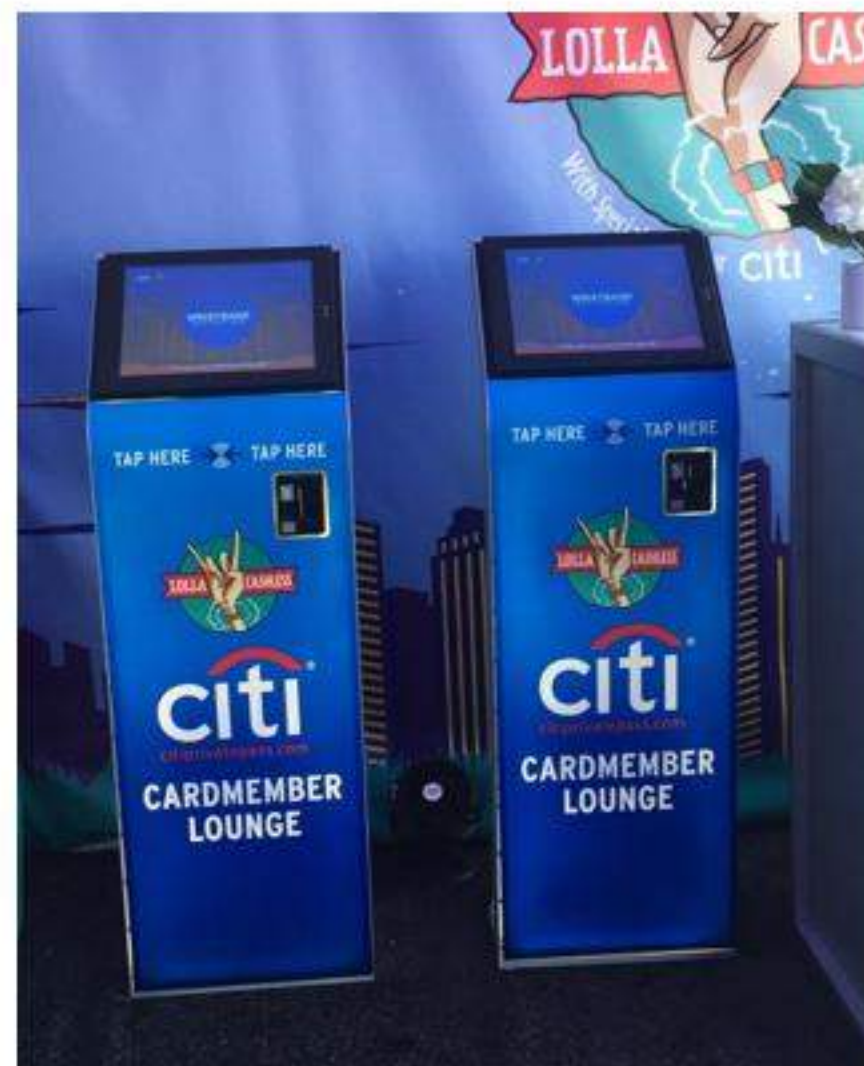
Card Number CVC/CCV

Exp. Month Exp. Year

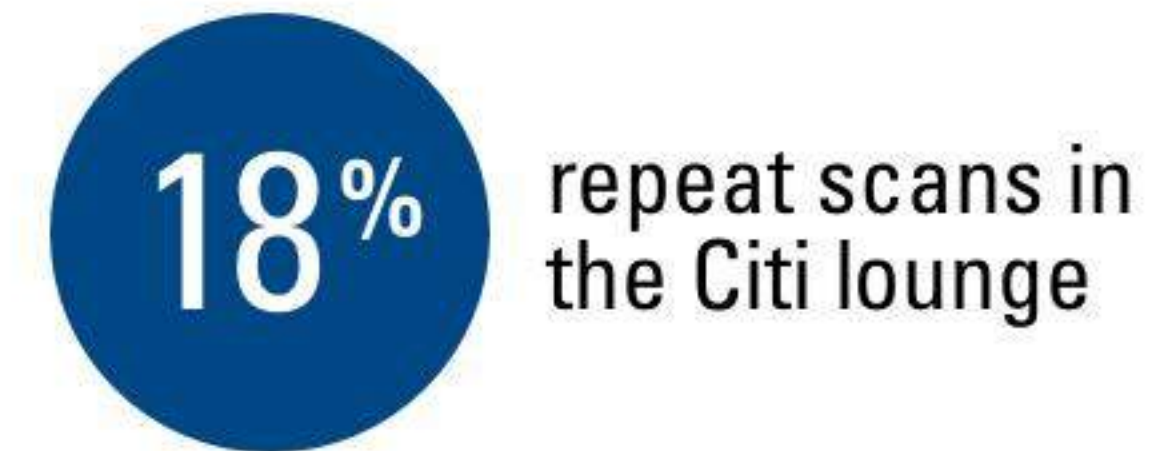
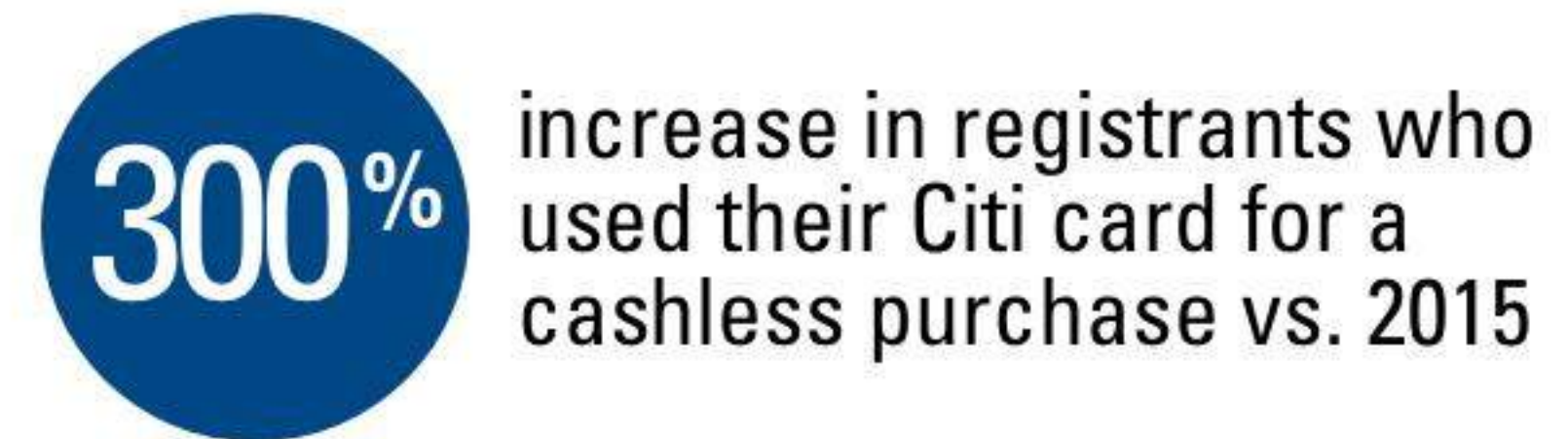
citi The preferred card of 2016 Lollapalooza

SOLUTION

- Front Gate's FEST product and cashless registration showcased Citi's Brand
- Offered pre-festival specials available only to Citi cardmembers (10% off first merchandise purchase, VIP sweepstakes, and wristband upgrades) during cashless registration
- Supplied access to an exclusive Citi lounge where cardmembers could cool off, charge their phones, and relax during the festival
- Utilized Front Gate's kiosks and RFID technology allowing fans an opportunity to tap their wristband to be entered to win VIP upgrades, merchandise store vouchers, and tickets to Lollapalooza after shows
- Provided fast lane access at the Lollapalooza entrances and merchandise store



OUTCOME



Contact sales@frontgatetickets.com for more information

