

LIVE WEBINAR

How Teams Are Automating Their Way to More Ticket Revenue

A live session with guests from the Nashville Sounds and Beloit Sky Carp

Thursday, July 23, 2026

Jeremy Neisser · Tom Rupp · Andy Milovich

YOUR HOSTS + GUESTS



Jeremy Neisser

20+ years working on the team side in professional sports & college athletics



Andy Milovich

30+ years working on the team side in professional sports



Tom Rupp

15+ years of agency-side experience



Adam English

General Manager &
COO, Nashville Sounds
Baseball Club



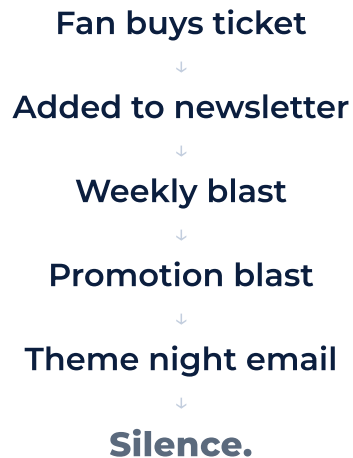
Zach Brockman

President, Beloit Sky Carp

A fan buys their first ticket.

Now what?

TODAY



Is this what happens today?

WHERE MOST TEAMS GET STUCK

The problem isn't that fans don't come back.

It's that there was no system to bring them back.

WHAT SHOULD HAPPEN

Fan buys ticket



"Thanks for coming!"



How was your experience?



"Oh... they're a family."



Family Night invite



Second game

Some teams have actually figured out how to make this happen automatically.

GUEST

Adam English

Nashville Sounds

HubSpot · Ticketmaster · Stellar Algo

“What did marketing look like before your tools were actually connected — and what does it look like now?”

BEFORE

"Everyone got the same email."

"We were building lists manually every single day."

"We had the tools. We just couldn't connect them."



TODAY

"Families see different content than mini-plan buyers."

"Win-back journeys fire automatically."

"The data works together the way it was supposed to."

Three tools. One connected system. Fans treated like individuals.

GUEST

Zach Brockman

President, Beloit Sky Carp

Smaller market. Stretched team. Sound familiar?

“What was happening after someone bought a ticket — and what does it look like now?”

BEFORE

“Hours of manual work just to add one buyer to our lists.”

“Download from TDC, re-upload to Constant Contact — every single game.”

“One-size-fits-all emails to everyone.”



TODAY

“Fan communication is streamlined — the headache is gone.”

“Segmentation is the game changer — messaging tailored to each demo.”

“Our ROI went from 3–4:1 to 9:1.”

The system runs. Zach doesn't have to.

Notice something?

Beloit

Small market



Nashville

Large market



Different software



Same result.

REAL RESULTS

Same system. Different teams. Different markets.

SUMMER COLLEGIATE LEAGUE

BEFORE

10–15% open rate

Weekly blast. Everything. To everyone.



AFTER

40%+ open rate

\$15K lift from win-back journeys
Personalized by fan. Automated.

MINOR LEAGUE BASEBALL

BEFORE

21% open rate

Manual process of importing lists.



AFTER

30–40% open rate

\$36K in revenue

POST-GAME SURVEYS

BEFORE

Manual. Delayed.

Sales never saw the results.



AFTER

157 qualified leads

Resulting in \$35K in group and FSE sales
Routed to sales automatically.

You don't need a bigger database. You need fans who come back.

ONE THING WE'VE CONSISTENTLY NOTICED



Every fan moves through the same journey.

Great teams intentionally move them through it.

Same journey. Different conversation.

MOST TEAMS THINK

**More fans
= more revenue**

THE REALITY

**More second games
= more revenue**

Second games create loyalty. Loyalty creates lifetime value.

**Every game...
new fans are deciding whether they'll ever
come back.**

You can leave that to chance.

Or build a system.

IMAGINE

Every first-time buyer...



is identified



placed into the right audience



receives the right message



at the right time



automatically

That's what we build.

Fan personas · Journeys · Surveys · Segmentation

Done for you · Your platform · Live before Opening Day

The point isn't to sell you everything. It's to fix the one thing that moves the needle first.

Book your 20-minute fit call.

We'll show you where fans are falling out — and what it would take to fix it.

[Schedule a Call](#)

Jeremy Neisser · Tom Rupp · Andy Milovich

 **Revelocity Sports**

Limited availability — we only onboard a handful of new teams per quarter.