

⟨OVERVIEW⟩

Modernizing ticket payments and revenue capture

In the competitive landscape of professional sports, teams are constantly seeking ways to enhance operational efficiency and maximize revenue. A critical, yet often underestimated, area for optimization lies within financial operations, particularly payment processing for ticket sales and other revenue streams. This case study explores how the Minnesota Wild, a National Hockey League (NHL) team, partnered with Priority Sports to address challenges in their ticketing payment systems. By implementing a modern, data-driven financial technology solution, the Wild not only streamlined their processes and reduced costs but also positioned themselves to unlock new avenues for revenue generation, demonstrating a forward-thinking approach to sports business management.



(CHALLENGE)

Inefficient ticket payment system hurt revenue and flexibility

For professional sports teams, optimizing every aspect of the fan experience and business operations is crucial. A significant, though often complex, area is the financial infrastructure, particularly how revenue from ticket sales is processed. Inefficient payment systems can lead to lost revenue and increased operational overhead.

Sports organizations often operate with small back office teams, so they need payment solutions that are easy to manage, flexible, and cost-effective. This lets them focus on what matters most without getting tangled in complicated processes.

The Minnesota Wild, like many pro sports organizations, faced challenges with their existing credit card processing for ticket sales. They were seeking more competitive and consistent pricing, alongside greater flexibility. Their previous system involved complex pricing structures that limited their ability to optimize costs and efficiently manage revenue from ticketing operations.

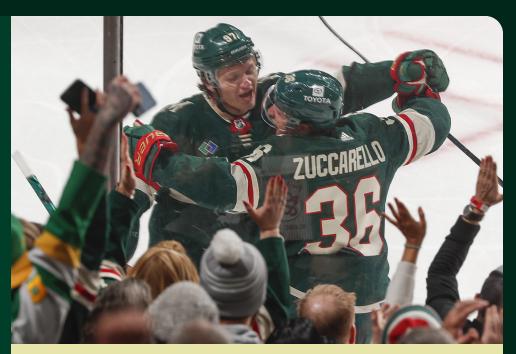
⟨ SOLUTION ⟩

Embedded payments with Priority

The Minnesota Wild chose Priority Sports to modernize their ticketing payments and eliminate revenue leakage. Priority conducted a thorough analysis of the Wild's data and identified key areas for improvement. The core of the solution involved implementing Priority's advanced payment optimization strategies and transparent financial model. This approach was designed to directly address the pricing complexities and deliver tangible cost savings.

Priority provided a tailored payment processing solution that integrated seamlessly with the Wild's ticketing operations. This system offered:

- → Fast and secure transactions: Ensuring fans could purchase tickets without delays or security concerns
- → Scalable technology: Capable of handling increased demand during peak times, such as playoffs or special events
- → Operational efficiency: Streamlining backend processes to reduce administrative burdens



66

Partnering with Priority was a game-changer for our financial operations. Their innovative approach to payment processing not only solved our immediate ticketing challenges but also opened up new pathways for revenue and efficiency across the board. It's a testament to how a modern, transparent financial strategy can drive success in professional sports.



Faster payments, less overhead, new revenue

The impact of partnering with Priority was immediate and significant:

\$500-\$750k Annual Cost Savings*

- → In the first month of activity, Priority delivered substantial savings to the Wild by meaningfully reducing their ticket processing costs.
- → Projected Annual Savings between \$500,000 and \$750,000 annually on ticketing transactions alone.

\$1M-\$2M in Potential Revenue*

→ By adopting additional Priority services across food and beverage, retail, premium seating, banking, and payables, the Wild has the opportunity to unlock significant cost savings and new revenue streams.

Improved Fan Satisfaction

→ Fans experienced quicker and more reliable ticket purchases.

Strategic Partnership

→ The Wild gained a partner invested in their success, offering data-driven insights and solutions tailored to their specific needs.

*Projected value subject to change







Modern payments unlocked savings and growth

The Minnesota Wild's decision to select Priority Sports highlights a strategic move to modernize its financial operations, starting with the critical area of ticket payment processing. By leveraging Priority's expertise and innovative technology, the Wild not only addressed their immediate challenges of complex and costly transaction fees but also positioned themselves to unlock important new revenue streams and operational efficiencies across their organization. The partnership demonstrates the value of a data-driven, transparent approach to payment solutions in the demanding environment of professional sports.

Ready to modernize your revenue operations like the Wild?

Get in touch to learn more.

About Priority

Priority is the payments and banking solution that enables businesses to collect, store, lend and send funds through a unified commerce engine. Our platform combines payables, merchant services, and banking and treasury solutions so leaders can streamline financial operations efficiently — and our innovative industry experts help businesses navigate and build momentum on the path to growth. With the Priority Commerce Engine, leaders can accelerate cash flow, optimize working capital, reduce unnecessary costs, and unlock new revenue opportunities. To learn more about Priority and its publicly traded parent, Priority Technology Holdings, Inc. (NASDAQ: PRTH), visit prioritycommerce.com.

