

 **GoFan Links**

**GoFan School Page**: <https://gofan.co/app/starrs-mill-panthers>

**Home Games**

Game 1 (Northgate): <https://gofan.co/app/events/162>

Game 2 (Sandy Creek): <https://gofan.co/app/events/163>

Game 3 (Morrow): <https://gofan.co/app/events/164>

Game 4 (McIntosh): <https://gofan.co/app/events/165>

Game 5 (Riverdale): <https://gofan.co/app/events/166>

**Away Games\***

Away – Newnan: <https://gofan.co/app/events/386>

Away – Fayette County: <https://gofan.co/app/events/359>

*\*Indicates any opposing schools offering GoFan for away games*

**Marketing**

* **Link GoFan On Your School Websites (Main Site, Athletics, Sport-Specific, etc.).**

*Examples***:**

* Add a ‘*Ticket Sales*’ tab on athletics’ website
* Release a story each week - ‘*Buy Tickets For Friday’s Game*’
* Add a ‘*Buy Tickets*’ link to each game
* **Email Ticket Sales Opportunity To Your Fans (or other school communication tools)**

*Examples***:**

* + Starrs Mill High School is now offering fans the opportunity to purchase tickets online. Tickets are now on sale online for Friday’s game against \_\_\_\_\_\_\_\_\_\_. Purchase your tickets in advance to avoid lines and get in the game faster. Go to <INSERT GAME SPECIFIC LINK> to purchase.
* **Communicate GoFan Link To Opposing Team**
* **Create Sign/Banner Near Gate To Encourage Online Ticket Sales**
* **Use School & Sport-Specific Social Media Pages (Facebook, Twitter, etc.)**

*Facebook & Twitter Examples***:**

* + Avoid the lines and get in the game faster. Tickets are on sale at **<**Insert Game Specific Link**>**
	+ Home game Friday! Buy tickets online at **<**Insert Game Specific Link**>**
	+ Tickets are now on sale for Friday’s game against @INSERT OPPONENT. Buy online at **<**Insert Game Specific Link**>**
	+ Buy advanced tickets for Friday’s game @GoFanHS **<**Insert Game Specific Link**>**
	+ Buy tickets online for fast gate entry **<**Insert Game Specific Link**>**
	+ Pre-sale tickets are now available for sale @GoFanHS **<**Insert Game Specific Link**>**

***QUICK TIP #1***: Consider tagging your opponent’s social media link(s) to encourage visiting pre-sales.

**QUICK TIP #2:** Copy/paste your game specific link in social media to automaticallypopulate an image from your school with game specific information (SEE BELOW)\*\*

