

Smart Analytics by
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Hamilton:
Don't Throw
Away Your
Shot

There's no doubt Hamilton tickets are a hot item — with a long list of accolades and awards, Hamilton continues to be one of the most popular musicals in production today. But where are these tickets most in demand? Who wants them? How much are they willing to bid for them? And, how can you best use them to your advantage in your next fundraising event? At Community Brands, we're always looking to leverage information on behalf of our clients because we know nonprofits are vigilant stewards of data; constantly communicating with stakeholders, tracking growth, expanding donor bases, measuring return on investments.



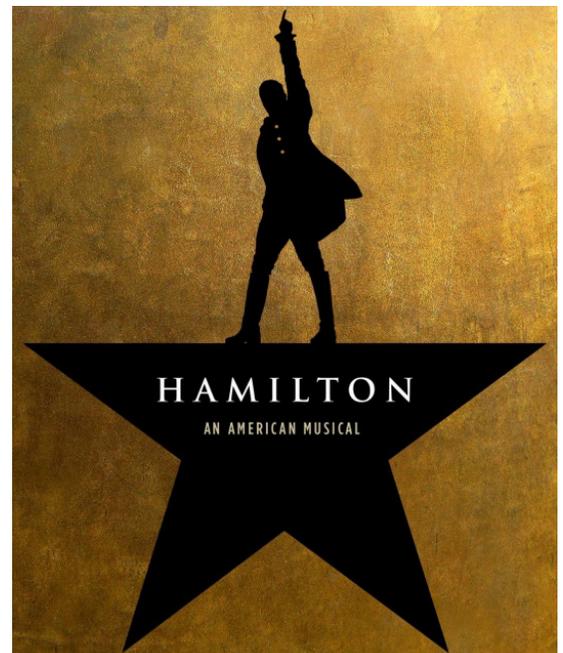
Learn how event location has an effect on bid price.



Improve the guest experience by offering more value.



Understand how an event date can effect package sales.



Analysis

We were curious to know if the name of the show was enough to entice bidders, or if they weighed other options when placing a high bid on these tickets. We

looked at location factors, what was included in the total auction package, and the time of year these tickets were auctioned off.

Here's what we found:

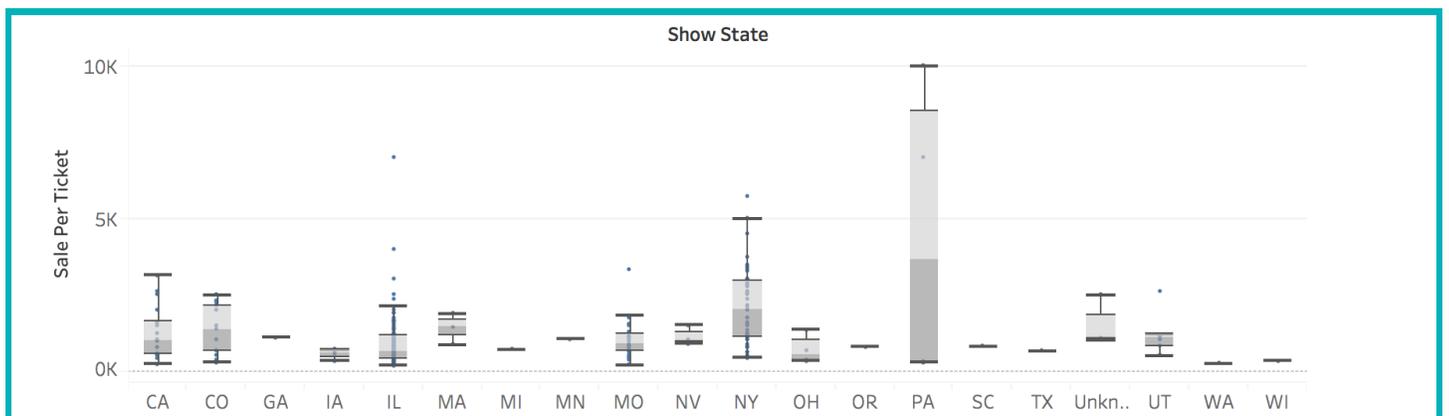
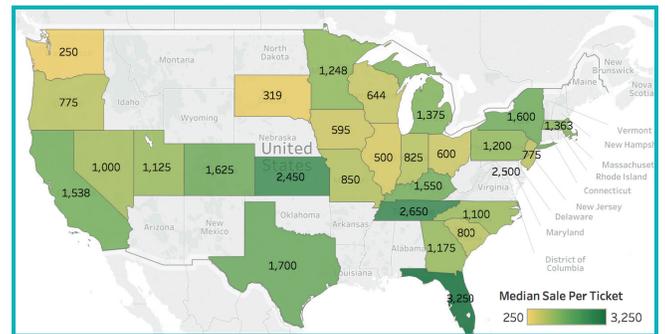
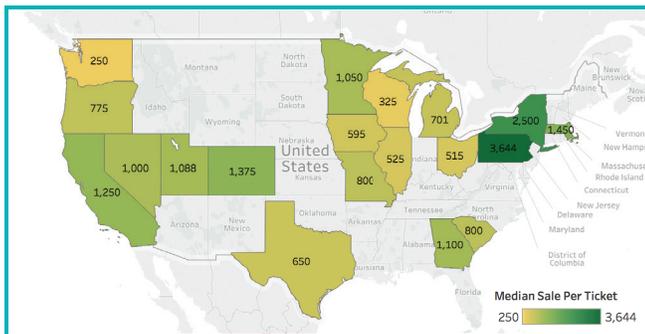
I. Effect of location

Location of the play

Pennsylvania had the highest median sale price per ticket, with New York being the second. This is likely a result of a higher ticket price, given the demand in markets with proximity to Broadway. However, organizations across the Midwest saw a higher ROI, as the starting sale price for the tickets was much lower.

Location of where the tickets were sold

Florida had the highest sale price of tickets. This is most likely because no Hamilton show takes place in the state. Of the nine packages sold in Florida, all were for shows in New York City, and eight of the nine include accommodation at a hotel, which increased the total package value.



II. Flight and hotel

When flight and hotel accommodations were included, our study showed a clear upward trend in sale price per ticket. The highest median winning bid price was \$2,800, which included flight and hotel. Bundling Hamilton tickets, travel, and accommodation creates an entire experience versus offering show tickets alone, therefore creating a more sought-after “experience” item that receives a higher number of bids.

III. Event date

While we did not find a specific date that is the standout Hamilton day, reports do show that the month of November negatively impacts price of ticket sales. This is not uncommon for big-ticket items around the holiday season (November and December).



Putting it all together

Knowing that offering a flight and hotel along with Hamilton tickets is more effective and brings in more fundraising dollars, consider how you are packaging tickets to other shows and other “experience” items. Our data shows that the median sale price per ticket for a Hamilton package was approximately \$2,800 and that Floridians are ready to hit Broadway! Understand your audience, if theater isn’t for them perhaps an inclusive sports package.

