

2022 CASE STUDY SUCCESSES FROM BANC OF CALIFORNIA STADIUM

EXECUTIVE SUMMARY

Designed by Gensler, Banc of California Stadium is home to Major League Soccer's Los Angeles Football Club (LAFC), and National Women's Soccer League's Angel City. Opened in April 2018, the 22,000 seat development is the first open-air stadium to be built in Los Angeles in over 30 years.

This case study is to show the unique uses and success that the Banc of California Stadium has had while using the TrueTour sales enablement tool. Their Director of Special Events, Annie Benson shares her experience of how this tool is now spread out over multiple departments and how it has shifted their teams way of selling to make it more efficient.



ADRESSED CHALLENGES

Annie Benson quickly knew that the scheduled home games was not enough business to keep the lights on during the year. They needed to find a way to create new revenue streams by filling up their private spaces 7-days a week.

ADOPTION OF TRUETOUR

As Annie began using the tool, she originally thought it would simply be used for selling the the Monday, Tuesday, Wednesday events. Turns out, it became a widespread tool for multiple departments and all their market segments. It has become significant in their selling to location managers for filming and planners for festivals. TrueTour also offers technical ease to the wide variety of people in the market.

I recommend to any business which needs to book events or sell physical spaces in person or at a distance to choose Visiting Media.

- Annie Benson, Director of Special Events



THE RESULTS

- ✓ Closed a **five-million-dollar** sponsorship deal
- ✓ In just one department, we've earned a minimum of **30,000%** return on our total investment.
- ✓ A critical tool across all departments including ticket sales, private events, and operations
- ✓ Customizable features for any tech level of user



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