

San Francisco Deltas announce ticketing partnership with Eventbrite

By Douglas Zimmerman on September 13, 2016 at 8:00 AM



Eventbrite has been named the official ticketing platform for the San Francisco Deltas. (Courtesy photo)

The San Francisco Deltas has always embraced the tech culture of the Bay Area, calling itself a “soccer startup.” With the team’s latest announcement, it would be accurate to call the Deltas a technology startup as well.

And with any tech startup, there will be a version 1.0 of the product. That includes the Deltas flexible seating and AI (Artificial Intelligence) ticketing system.

The team announced today that it is partnering with Eventbrite, the online ticketing website, to handle the ticketing platform and reserved seating technology for their inaugural season. The platform will offer flexible seating, allowing fans to choose who they will sit with at games next year at Kezar Stadium.

“We will be the first professional team that Eventbrite will be working with,” said Brian Andrés Helmick, CEO of SF Deltas.

Helmick said it was a combination of factors that led the Deltas to partner up with Eventbrite, including its track record of innovation. He believes the partnership will not only benefit Deltas fans.

“Our belief, like most startups, is to do something that is not just for us but with an open-source mindset; the mindset of ‘hey let’s develop a platform other clubs can use,’” Helmick explained. “There is also the possibility that it could be a source of revenue. We want to build it and figure out ways other clubs can use it.”

The Deltas hired Bryant Harrison to be Director of Product Management. He will lead the ticketing integration project with Eventbrite and all technology related ventures for the company.

“I believe flexible seating will create a fun experience for fans that will change from game to game,” said Harrison, who previously worked at Google, Zynga, and Hangtime. “For example, for one game, a fan could sit with fellow supporters of their favorite European soccer club, and at another match, a family could sit amongst other families of fans with children of similar ages.”

Although the club will be offering a ‘flexible seating option’ at Kezar Stadium, the first version of the product will not incorporate AI technology to help fans pick seats. Helmick said a full AI ticketing option would be in a future release of the product.



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Along with flexible seating, there will be a reserved section for a supporters group, premium seating options, permanent seating sections, and premium suites.

The team plans to send out a survey next month to current season ticket holders to find their viewing preferences and adjust the allotments for each section based on the result.

Helmick cautions fans that not everything will be perfect in season one. However, the team is attempting to be transparent with its initiatives creating the best possible fan experience for next year and beyond.

“Change. Innovation. This is part of our DNA. It is important for fans to always remember with innovation we are going to make mistakes,” remarked Helmick. “Some things are not going to be perfect in version 1.0.”

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