



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

S.B. BALLARD STADIUM

NORFOLK, VA

Challenge

In 2008, as the renovation of their S.B. Ballard Stadium was nearing completion, Old Dominion University prepared for the return of on-campus football for the first time in 67 years. The university needed assistance overseeing the Stadium and Spectra Venue Management was hired to manage all game-day operations for home football games.

Solution

- Created marketing plans to promote the ODU Football team including season ticket plans and single-game sales
- Managed staffing and operations for home football games
- Directed all ticketing operations for football including game-day sales, season tickets, and single-game sales

Result

- Achieved 41 Consecutive Sold Out ODU Football Games at S.B. Ballard Stadium. Old Dominion University is the only NCAA Division 1 Football Program to have sold-out every home football game.
- Processed 14,699 season tickets for \$2,379,622 in revenue in 2014
- Increased season ticket revenue by \$687,575 since 2010
- Processed 31,118 single game tickets for \$169,906 in revenue in 2014
- Increased single-game ticket revenue by \$23,216 since 2013