

FOR IMMEDIATE RELEASE

## BROWN PAPER TICKETS FACT SHEET

### HISTORY

Back in the late 1990s, William S. Jordan created a website for bands, artists and venues to be able to post events, and for fans to find events and review them. He noticed a lot of complaints about ticketing fees, a lack of customer service in the ticketing industry, and that the bands, artists and venues had no alternatives to avoid these problems for ticketing their events. In 2000, he built Brown Paper Tickets, offering ticket buyers the lowest, most transparent ticket fees for the highest levels of live customer service, and becoming the first online ticketing service that was free to event organizers and did not require a contract.

### ETHOS

As social entrepreneurs, Brown Paper Tickets created the visionary Not-Just-for-Profit model that makes “paying it forward” a part of daily business. The idea is simple; give more, and take less. You can draw more bees with honey than with marketing. The model allows Brown Paper Tickets to be a fiscally-sustainable, positive social change maker, while providing the most customizable, efficient and personal event registration and ticketing solution on the Internet. Not-Just-for-Profit is a metaphor for the company’s willingness to do more and take less than any other for-profit company, including several philanthropic donation and ticketing sites, to make every customer more successful.

For example, Brown Paper Tickets has donated a minimum of 5 percent of profits to nonprofits and community-building for more than a decade, created a \$2 million community-engagement program called “The Doers” to help communities to succeed, pays employees for one week each year to donate their time for the cause of their choice, offers no-fee crowdfunding opportunities to ticket buyers and to event organizers, and much more. The company does all of this while asking lowest prices in the industry and providing the highest levels of service.

### INNOVATION

Brown Paper Tickets is a change-maker, innovating and improving the industry on a regular basis. The company’s first-in-the-online-ticketing-industry innovations include:

- ◇ Free online ticketing and event registration for any event organizer
- ◇ Lowest ticketing fee in the industry for the highest levels of customer service
- ◇ 24/7 live customer service
- ◇ Live customer service in English, Spanish and French
- ◇ Assigned Seating for Any Type of Venue or “pop up” event
- ◇ Transfer-to-a-Friend™ mobile app to be able to send tickets purchased to someone else

US + CA 220 NICKERSON STREET, SEATTLE WA 98109, USA



**BROWN**

**PAPER**

**TICKETS**

- ◇ The ability to accept government taxes as part of the ticket price
- ◇ Donation of 5 percent of profits to causes and communities
- ◇ Not-Just-for-Profit business model
- ◇ The Doer Program for community engagement to create a better world
- ◇ Fee-Free Donation Tool
- ◇ 2.5% dividend for producers using their own credit card processor

**Company Founded** October 10, 2000

**Headquarters** Seattle, WA

**Offices** Seattle, WA, Bellevue, WA, Edinburgh, UK, and Long Island City, NY

**Number of Employees** 85

**Ownership** Privately owned by Founder, CTO and President William S. Jordan and CEO Steve Butcher

**Tickets Sold** 15-20 million in 27 countries

**Total Sales** \$100 million per year

**Events Hosted Annually** 150,000 - 200,000

**Number of Events Hosted** More than 1 million

**Features** More than 50 features for event producers to customize their event registration and ticketing to offer exactly what they want for their special or ongoing events; more customization than any other online ticketing service.

**Seating Charts** More than 10,000 assigned seating events have been produced, the most of any free/on-line, no-contract ticketing company.

**What Does “Brown Paper Tickets” mean?** Everything you need to ticket events in one convenient place. Like packing a healthy lunch, you do it yourself, save money (or make more money through your events), it’s better for your financial health, and that of your ticket buyers, better for the planet, and you have all the control over what goes into it. Ticketing and event registration can be customized and “gourmet,” or as quick, easy and simple as the event organizer likes.

**For 24/7 Personal Assistance in English, French and Spanish** (800) 838-3006

**WEBSITE** <http://www.brownpapertickets.com>

**US + CA 220 NICKERSON STREET, SEATTLE WA 98109, USA**

