



M5 Rodeo Rides High with Ticketebo as Their Ticketing Partner

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INTRODUCTION

M5 Rodeo has built an impeccable reputation for delivering world-class rodeo events across the southern states of Australia. Known for their action-packed lineups and family-friendly atmosphere, M5 Rodeo attracts thousands of spectators to each of their events. With large crowds and complex event logistics, often in remote locations, M5 Rodeo needed a seamless end to end ticketing solution to ensure a smooth experience for patrons.

Since partnering with **Ticketebo** in 2019, M5 Rodeo has been able to streamline their online and gate sales ticketing processes, improve gate operations, and enhance the overall event experience for fans, sponsors, and competitors. Utilising **Ticketebo's solutions including online ticketing, gate sales ticketing, event staffing, as well as device hire**, M5 Rodeo has dramatically increased ticket sales volumes by over 20% each year, slashed refund volumes- while improving efficiency across multiple vendors inside the event, reduced operational costs, and providing an effortless ticketing experience for rodeo-goers.

THE STORY OF M5 RODEO

M5 Rodeo is Australia's Largest Professional Rodeo Events Company, hosting adrenaline-fueled competitions that bring together Australia's best cowboys and cowgirls. With a schedule of events spanning multiple states, M5 Rodeo is a staple in the Australian rodeo circuit, drawing thousands of fans to witness the thrills of bull riding, barrel racing, steer wrestling, and bronc saddle riding.

As their events continued to grow in popularity, M5 Rodeo recognized the need for a **ticketing solution that could handle high demand, streamline event entry, and reduce on-site administrative effort**. The challenge was finding a system that could not only facilitate online pre-sales but also support smooth on-the-day gate sales, ensuring a fast and efficient check-in process.

The answer, as they soon discovered, was delivered by partnering with Ticketebo.



WHY M5 RODEO CHOSE TICKETEBO

M5 Rodeo turned to Ticketebo to meet their ticketing needs, attracted to Ticketebo's full-service model, industry expertise, and exceptional customer support. Key reasons for choosing Ticketebo included:

- ✓ **Category Expertise in Rodeo Ticketing:** Ticketebo manages ticketing for hundreds of rodeos across Australia each year, giving them unparalleled industry experience and insight into rodeo event operations.
- ✓ **Seamless Execution in Remote Locations:** Ticketebo's ticketing solutions are built to work even in rural and remote locations where internet connectivity can be limited, ensuring smooth operations regardless of location challenges.
- ✓ **Optimising Online Ticket Sales:** M5 Rodeo maximises online ticket pre-sales (over gate sales) to speed up patron entry, while reducing the number of entry staffing required; safeguarding against poor weather impacts on crowd numbers; and minimise risks of cash handling.
- ✓ **Event Staffing Support:** Ticketebo provides experienced event staff to assist at entry points, ensuring efficient crowd management and a hassle-free experience for spectators.
- ✓ **Device Hire for Ticket Scanning & Ticket Sales:** Ticketebo's modern fleet of tech equipment used for ticket scanning and box office sales ensures event entry queues move fast and efficiently.
- ✓ **Advanced Insights for Sales Growth:** Ticketebo's Insights tool provides M5 Rodeo with real-time, actionable data to optimize marketing strategies, increase ticket sales, and make data-driven decisions for future event planning and advertising campaigns.
- ✓ **7-Day Support & Customer Service:** Unlike other ticketing platforms, Ticketebo's local Australian support team handles all ticketing inquiries 7 days a week, providing peace of mind to M5 Rodeo and their patrons.





HOW M5 RODEO PARTNERS WITH TICKETEBO

M5 Rodeo utilises Ticketebo's comprehensive ticketing solutions across all of their events. The partnership has transformed their event operations by implementing:

- ✓ **Dedicated online ticketing pages** created and managed by Ticketebo, tailored for each rodeo event – designed to maximise ticket sales as well as other commercial offerings such as camping, merchandise sales, and pre-paid drinks tokens.
- ✓ **Flexible ticketing options** include supporting multiple ticket releases, tiered ticketing categories (such as Premium and VIP), family, and other group ticketing options, and other ticketing incentives to maximise ticket sales.
- ✓ **Gate ticketing solutions** with mobile box office setups, allowing for real-time ticket sales with centralised inventory controls.
- ✓ **Onsite event staffing** to assist with ticket scanning, troubleshooting, and customer service at the gate.
- ✓ **Ticketebo Insights provides** powerful live data and reporting tools that track sales performance, reveal audience demographics and purchasing behaviours, and support smarter, more targeted marketing to boost attendance.

This all-in-one approach ensures a seamless experience for both M5 Rodeo's events team and their loyal rodeo fans.

As Nicole & Gene MacDonald, Directors of M5 Rodeo, put it:

"Ticketebo has been a game-changer for M5 Rodeo. Their online ticketing, gate solutions, and dedicated support have taken the stress out of event entry and allowed us to focus on delivering unforgettable rodeo experiences. From handling customer enquiries to providing on-the-ground event staffing support, Ticketebo is our trusted ticketing partner and an integral part of our success story."

SERVICES USED BY M5 RODEO



Online Ticketing



Event Staffing



Gate Ticketing



Entry Scanning



VIP/Sponsor Passes



Live Data Insights



SMS Ticketing



Device Hire

With Ticketebo as their ticketing partner, M5 Rodeo is set to continue to grow rapidly, while delivering world class rodeos with ease and efficiency.

THE RESULTS

Since partnering with Ticketebo, M5 Rodeo has achieved outstanding results, including:



21%

increase in ticket sales revenue (annualised)



75%

reduction in entry queue wait times



85%+

of patrons buy online



100%

reduction in ticketing administration



32%

Reduction in ineffective Marketing Spend via Insights Portal

POWER UP YOUR NEXT EVENT WITH GREATER INSIGHTS AND LESS STRESS—THANKS TO TICKETEBO'S EXPERT-MANAGED TICKETING.

To take advantage of Ticketebo's full-service ticketing model - designed to streamline operations, boost sales, and reduce costs - call us on **1800 381 939** or email **clientservices@ticketebo.com.au**