

Golden State Warriors elevate the fan experience with Uber Vouchers

Uber and the Warriors team up to provide fans with smooth transportation to and from games

Vertical: Professional sports

Primary use: Loyalty & rewards

The business need

The Golden State Warriors host loyal and passionate fans at home games. With the team's on-court success over the last few seasons, the Warriors have seen a consistent uptick in game attendance, resulting in a new franchise sellout record of over 330 games. As such, the team has placed a concerted effort on ensuring every fan has a seamless door-to-door game experience, and this starts and ends with transportation options.

The solution

The Warriors believe the game experience starts when a fan begins their trip to the arena. It is a holistic, door-to-door approach. This frame of mind guides the organization as it continues to build transportation options, and Uber Vouchers is a valuable offering made available to fans through ticket package bundles.

"Since 2016, we have worked with Uber as our premier rideshare partner and have built a strong partnership focused on what works best for our fans. Our dedicated Uber pick up and drop off location has been well received, and Uber is always helpful in supporting fan-focused promotions," said Brandon Schneider, Chief Revenue Officer, Golden State Warriors.



Founded in 1946, the Golden State Warriors' storied history includes six NBA Championships and an NBA-record 73 wins during the 2015-16 season. The team ranked #1 in social media engagement across all professional sports in 2018^[1] with more than 282 million interactions and 34 million followers.



[1] Source: <https://www.nba.com/warriors/news/warriors-ranked-1-social-engagements-2018>

“The fan experience is of vital importance to the Warriors organization, and it really begins the moment a fan departs for a game. We are constantly evaluating the transportation options for fans to get to our venue, and the Uber Vouchers program is a key component of our approach.”

Brandon Schneider
Chief Revenue Officer
Golden State Warriors

As part of its existing relationship with Uber, the Warriors have rolled out Uber Vouchers to support a number of scenarios:

- Season ticket holder transportation
- Single or multiple game ticket package bundle options
- Transportation to games during peak times
- Fan Day and holiday promotions
- Social media campaign incentives

The benefits

Customer service is a core focus for the Warriors, and building upon the overall fan experience is an incredibly important ongoing initiative for the organization. By leveraging Uber Vouchers, the Warriors are able to:

- Tailor its bundle offerings to address a variety of fan needs
- Reward its fans for being loyal to the team
- Elevate the fan experience with transportation options and clear ride sharing pick up and drop off locations and signage

“Uber Vouchers allow the Warriors to offer its fans more choices in how they experience the entire game, starting with the ride to get there,” said Ronnie Gurion, GM, Global Head of Uber for Business. “There is a lot of synergy between our two organizations, and simplifying the way our customers move from point A to point B is something we are constantly working together to enhance.”



For more information
about Uber Vouchers, visit:

uber.com/vouchers