

🏀 Get Ready — NBA Tip-Off Is Here 📣

To: Lauren Wierzbicki,

Reply-To: Ticketmaster

ticketmaster®



NBA Fans, Make This Your Year.

The dust from the craziest NBA off-season ever has settled, and it's time for you to get ready for a league that looks completely different. Here are some of the biggest player moves:

- Paul George and Kawhi Leonard to the Clippers
- KD and Kyrie Irving to the Nets
- Russell Westbrook to the Rockets
- Anthony Davis to the Lakers
- Top pick Zion Williamson to the Pelicans

Ticketmaster has all the verified, authentic tickets you need, including last-second seats. Get seats all season long with the Official Ticketing Marketplace of the NBA.

[See Tickets](#)




ticketmaster
OFFICIAL MARKETPLACE

Helpful Links:

T

Ticketmaster

August 14, 2019 at 5:01 PM

 The Spurs' 2019-20 Schedule Is Here

To: Lauren Wierzbicki,

Reply-To: Ticketmaster

ticketmaster[®]



 **A New Season Awaits**

The Spurs' 2019-20 schedule is officially out. It's never too early to lock down tickets for the coming season. Grab your seats now to spur the Silver & Black at AT&T Center.

[See Tickets](#)



Can't Make the Game?

Sell your tickets effortlessly.

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Ticketmaster

November 8, 2019 at 1:53 PM

🏀 Tony Parker #9 Jersey Retirement Night 🏀

To: Lauren Wierzbicki,

Reply-To: Ticketmaster

ticketmaster®

Raise One Up for a Spurs Legend

The final member of the Spurs' "Big Three," Tony Parker, will enter the rafters Monday night, when the 4x Champion and 2007 Finals MVP is honored at halftime in a game against the Grizzlies. Be there to bid "adieu" to a homegrown favorite, and show your support in what is sure to be a historic — and star-studded — night. #MerciTony

from
\$41

vs Memphis Grizzlies

November 11 @ 6:30 PM

[See tickets](#)

[See All Games](#)

Resale prices often exceed face value

AGNOSTIC

Subject v1: 🏀 It's Finally Basketball Season 🎉

Subject v2: 🏀 Get Ready — NBA Basketball Is Back 🏀

Subject v3: 🏀 The Hype Is Real — NBA Tip-Off Is Here 🙌

Pre-header: Get your NBA regular season tickets now.

Header 1: The NBA Is Ready to Ball. Are You?

Header 2: NBA Fans, Make This Your Year.

Body copy:

The dust from the craziest NBA off-season ever has settled, and it's time for fans like you to get ready for a league that looks completely different. Here are some of the biggest player moves:

- Paul George and Kawhi Leonard to the Clippers
- KD and Kyrie Irving to the Nets
- Russell Westbrook to the Rockets
- Anthony Davis to the Lakers
- Top pick Zion Williamson to the Pelicans

This could be the most competitive NBA season ever, so make sure you see your team play live. Ticketmaster has all the verified, authentic tickets you need, including last-second seats. So don't miss out — get seats all season long with the Official Ticketing Marketplace of the NBA.

Push Header: The NBA Is Back 🏀 🎟

Push Body: The tickets you want, the basketball you need.

Push Header Alt: The NBA Hype Is Real 🏀 🎟

Push Body Alt: Don't miss out on the action — get tickets today.

LAKERS

Subject v1: 🏀 Let's Go Lakers 🎉

Subject v2: 🏀 Tip-off Is Here — The Lake Show Is Back 🏀

Subject v3: 🏀 It's the Return of the Lake Show 🙌

Pre-header: Get your Lakers regular season tickets now.

Header: The Lakers Are Ready To Ball. Are You?

Header 2: Lakers Fans, Let's Make This Our Year.

Body copy:

A new coach. A new playmaker. A new dynasty in the making. LeBron and the Lake Show are back and ready to make a run back to the playoffs.

Last year, the Lakers averaged 112 points per game, made 47% of their field goal attempts, and King James led the team in scoring with 27.4 points per game. With the off-season addition of Frank Vogel as head coach and Anthony Davis joining the team, fans should be more hyped than ever.

If you weren't excited for Lakers basketball before, you should be now. And Ticketmaster has all the verified, authentic tickets you need. Grab your seats now and be at STAPLES Center live.

Push Header: Lakers Are Back 🏀 🎟

Body: Grab tickets now and reserve your seats.



Push Header Alt: The Lakers Hype Is Real 🏀

Push Body Alt: Don't miss out on the action — get tickets today.

NOTE: Email going out to NFL database AFTER the last Week 17 game is played

Email Subject 1:  Get In On the Playoffs 

Email Subject 2:  Playoff Football Is Here 

Email Subject 3:  Be Part of the Playoffs 

Email Pre-header 1: Grab your postseason seats.

Email Pre-header 2: Postseason tickets available now.

Email Header 1: Be There for the Biggest Games

Email Header 2: Live the Excitement

Email Header 3: Super Bowl Bound

Email Body Copy 1:

NFL Fans,

The best way to see the playoffs is LIVE. Get official postseason seats to your favorite matchups with Ticketmaster, the NFL's largest ticket marketplace.

Have extra seats? You can easily sell or transfer via Ticket Exchange on your Ticketmaster account.

The road to Super Bowl LIV starts now. Be there.

BUTTON: [See Tickets](#)

Email Subject 1: 🏈 Don't Miss Florida as They Take on Florida State 🏈

Email Subject 2: 🏈 Be There for Florida vs Florida State 🏈

Email Subject 3: 🏈 Cheer on Florida Against Florida State 🏈

Email Pre-header 1: Be there when the Gators host the Seminoles.

Email Pre-header 2: Grab Seats for the game at Ben Hill Griffin Stadium.

Email Header: Go Gators!

Email Body copy: Don't miss the Sunshine Showdown at The Swamp as Florida defends its home turf against Florida State. Grab tickets now and cheer on the Gators live.

Push Header: Florida vs Florida State 🙌

Push Body: Score tickets for UF vs FSU on 11/30.

Push Header Alt: Florida Football 🦊

Push Body: Score tickets for UF vs FSU on 11/30.

Email Subject 1: 🏈 (#XX) Oregon vs (#XX) Washington State 🏈

Email Subject 2: Oregon Football — (#XX) Ducks vs (#XX) Cougars

Email Subject 3: 🏈 (#XX) UO vs (#XX) WSU 🏈

Email Subject 1 Alt: 🏈 Don't Miss the (#XX) Ducks vs (#XX) Cougars 🏈

Email Subject 2 Alt: 🏈 See (#XX) Oregon Take on (#XX) Washington State 🏈

Email Subject 3 Alt: 🏈 Cheer on (#XX) UO Against (#XX) WSU 🏈

Email Pre-header: Be there when the Ducks play the Washington State Cougars.

Email Header: Go Ducks!

Email Body copy: It's a Pac 12 showdown. Grab your Oregon seats now, and get to Autzen Stadium to rally for the Green and Yellow.

Push Header: Ducks vs Cougars 10/26 🦆

Push Body: Score UO football tickets today.

Push Header Alt: OSUF vs Stanford 9/14 🏈

Push Body Alt: Score Wolverines football tickets today.

Subject v1: Get to the Rockies for some outdoor hockey

Subject v2: Don't Miss Seeing Live Hockey. Outside.

Subject v3: NHL Hockey in Colorado Springs, CO.

Pre-header: NHL Stadium Series tickets still available

Pre-Header: Don't Miss Seeing Live Hockey. Outside.

Pre-Header: Don't miss the ultimate celebration of hockey

Header 1: The NHL Stadium Series™ Is Just Around the Corner.

Header 2: Don't Miss Out on the NHL Stadium Series™

Header 3: Head Out for Outdoor Hockey

Experience Live Hockey Outside

Body copy 1:

Give the arenas a rest and head to Colorado Springs for an NHL showdown under the Colorado sky. Get tickets while you still can and see the Colorado Avalanche® face off against the LA Kings® in the 2020 NHL Stadium Series™, live at U.S. Air Force Academy's Falcon Stadium.

Body copy 2: (use this body copy for the 2/10 campaign)

There's still time to get tickets and get outside for the NHL Stadium Series™. This year, see the Colorado Avalanche® face off with the LA Kings® live at Falcon Stadium on the U.S. Air Force Academy campus. So don't miss this ultimate celebration of hockey, and grab verified tickets today at the Official Marketplace of the NHL®.

Push

Push Header: 🏒 Hockey Heads Outside

Push Body: See the Colorado Avalanche® vs LA Kings® on 2/15.

Push Header Alt: 🏒 NHL Stadium Series™ 🏒

Push Body Alt: See the Colorado Avalanche® vs LA Kings® on 2/15.

Week 8: 10/19/19

Partner Team vs Partner Team

Penn State vs Michigan Paid Social Copy (FB & IG)

Post Copy 1: We Are! Penn State! Grab Penn State vs Michigan tickets now at the Official Ticketing Partner of Penn State.

Post Copy 2: Go Nittany Lions. Get seats for PSU vs UofM at the Official Ticketing Partner of the Penn State Nittany Lions.

PC Note 1: We Are Penn State is an official slogan and cheer:

<http://tourtheten.com/penn-state/traditions/game-day-traditions/we-are-penn-state-cheer/>

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3PE vs Partner Team

Northwestern vs Ohio State Paid Social Copy (FB & IG)

Post Copy 1: Go 'Cats! Grab Northwestern vs Ohio State tickets now at college football's largest ticketing marketplace.

Post Copy 2: Show that Purple Pride. Get seats for NU vs OSU at college football's largest ticketing marketplace.

PC Note 1: "Go 'Cats" is a rally cry used for the Wildcats at games and on merchandise:

<https://shop.nusports.com/products/northwestern-wildcats-go-cats-gameday-magnet>

PC Note 2: Purple Pride is an official slogan used by the school and on merchandise:

<https://wewill.northwestern.edu/s/1479/282-giving/list-campaign.aspx?sid=1479&gid=282&pgid=8717&sparam=>

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Partner Team vs Partner Team

South Carolina vs Florida Paid Social Copy (FB & IG)

Post Copy 1: Go Gamecocks! Grab UofSC vs UF tickets at the Official Ticketing Partner of the South Carolina Gamecocks.

Post Copy 2: Forever to Thee! Get seats for UofSC vs UF at the Official Ticketing Partner of the South Carolina Gamecocks.

WC Copy : Garnet & Black, attack. Get UofSC tickets at the Official Ticketing Partner of the South Carolina Gamecocks.

Post Copy 2 Note: A refrain from the UofSC alma mater used to open and close every football game.

https://en.wikipedia.org/wiki/We_Hail_Thee_Carolina

WC Copy Note: Taken from the sports news website:

<https://www.garnetandblackattack.com/>

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Week 9: 10/26/19

Partner Team vs Partner Team

Ohio State vs Wisconsin Paid Social Copy (FB & IG)

Post Copy 1: Go Buckeyes! Grab Ohio State vs Wisconsin tickets now at the Official Ticketing Partner of The Ohio State.

Post Copy 2: Chant O-H-I-O live. Get seats for OSU vs UW at the Official Ticketing Partner of the Ohio State Buckeyes.

PC Note 1: Go Buckeyes is an official slogan available on merchandise:

<https://www.everythingbuckeyes.com/go-bucks-bumper-sticker.html>

PC Note 2: "Ohio" is spelled out on the field of every OSU home game.

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3PE vs Partner Team

Michigan vs Notre Dame Paid Social Copy (FB & IG)

Post Copy 1: Go Blue! Grab tickets for the Michigan vs Notre Dame game at college football's largest ticketing marketplace.

Post Copy 2: Let's Go Blue! Get seats for the UofM vs ND game at college football's largest ticketing marketplace.

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Partner Team vs Partner Team

Iowa State vs Oklahoma State Paid Social Copy (FB & IG)

Post Copy 1: Go Cyclones! Grab Iowa State vs OSU tickets now at the Official Ticketing Partner of the Iowa State Cyclones.

Post Copy 2: Fight with Might. Get seats for ISU vs OSU at the Official Ticketing Partner of the Iowa State Cyclones.

PC Note 2: Lyric from ISU fight song: https://en.wikipedia.org/wiki/ISU_Fights

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Week 10: 11/2/19

Partner Team vs Partner Team

South Carolina vs Vanderbilt Paid Social Copy (FB & IG)

Post Copy 1: Go Gamecocks! Grab UofSC vs Vanderbilt seats at the Official Ticketing Partner of the South Carolina Gamecocks.

Post Copy 2: Be there live. Get seats for UofSC vs Vandy at the Official Ticketing Partner of the South Carolina Gamecocks.