

# Tampa Bay Rays Optimize Tribute to Military Community

## CHALLENGE

The Tampa Bay Rays, 2008 American League East baseball champions, have a history of being military-friendly in regards to ticket sales.

In previous years, the team offered a 50 percent military discount in select seating areas, but the organization wanted to do more. Presenting a ticket offer online was a challenge, at least until ID.me came along.

## SOLUTION

ID.me's identification system verified military members in real-time and protected against repeat use.

The Tampa Bay Rays' leadership first noticed ID.me on a Pittsburgh Pirates' military discount landing page. Then the Florida-based baseball champs saw ID.me's Troop ID technology again on the Shop.MLB.com website. After seeing such strong baseball partnerships, the Rays' business development team contacted ID.me directly.

In July 2015, the Rays developed the "Rays Honor Pass" program in an effort to expand its footprint and reach within the military community. The new program entitled active-duty military, and retired and honorably discharged veterans up to two free tickets to all remaining Rays regular-season home games.

The Rays created two landing pages—one with MLB.com, and the other a hosted landing page with ID.me—both with

the Troop ID button clearly visible on the page. The landing pages helped ensure the military members coming to the site did not miss the call-to-action. The Rays fans clicked on the button and went through the Troop ID verification process in order to verify their military status. After they were verified, the military members received an access code that popped up on their browser. They then copied and pasted the code into the online Honor Pass application.

Once military members filled out their applications, the only step they had left to do was show their photo IDs at the Tropicana Field Gate 1 Box Office to gain free entrance.

# 5,000

## HONOR PASS APPLICATIONS IN THE FIRST 48 HOURS



“Creating a program for veterans and active military can be a massive undertaking, and **ID.me provided us with the right tool** to be able to accept registrations and administer the program effectively.”

**BRIAN RICHESON**  
VICE PRESIDENT OF SALES AND SERVICE,  
TAMPA BAY RAYS

For more information about how ID.me drives revenue and increases customer loyalty, contact us at **sales@ID.me** or **866.775.IDME**.

## RESULTS

*“It can be challenging to handle sensitive information, and ID.me relieved that stress from our processes. Even better, many veterans and active military were already familiar with the ID.me logo and processes from other tourist attractions in Florida, which made registrations even easier,”* said Richeson.

Within 48 hours after integrating ID.me’s technology into its ticketing platform, the Tampa Bay Rays saw 5,000 people apply for an Honor Pass. Since the program launched in July 2015, over 1,500 free tickets per game have been redeemed—nearly 50,000 total tickets.

The free tickets meant more than just extra screaming fans in the stands during home games, however. The program was so successful the Pinellas County commissioners and Hillsborough County commissioners even reached out to recognize the team for its commitment to the military community—a boost in brand reputation. Within just one season after partnering with ID.me, the Rays went from a very limited military program to a huge surge in military attendance, a great footprint in the military community and an enhanced brand image.

**50,000**

**HONOR PASS TICKETS AWARDED**

**1,500**

**HONOR PASS TICKETS PER GAME**

## ABOUT ID.me

**ID.me is transforming the way people identify themselves online.**

Veteran-owned and led, ID.me verifies consumer identity and group status in real-time to enable companies looking to offer exclusive community promotions. The digital identity network and omni-channel solution provider allows for secure identity verification online, on point-of-sale systems and on mobile devices.