

Atlanta Hawks Membership Program: Business Impact Analysis

The Atlanta Hawks’ membership and rewards initiatives (e.g. season-ticket memberships and app-based loyalty) offer fans priority tickets, event access, concessions credit and discounts. Typical perks include playoff-ticket priority, pre-loaded food/beverage credit (“Hawks Bucks”), parking priority, exclusive events, and Hawks Shop discounts ¹ ². These programs are designed to boost overall revenue (ticket sales, merchandise, concessions), deepen fan engagement and loyalty, and enhance lifetime value. Key metrics from recent seasons highlight strong results:

Business Area	Example Metrics / Outcomes
Ticket Sales	38 of 41 home games sold out (93%) ³ ; all season-ticket slots now sold out (waitlist) ⁴
Merchandise Revenue	Member-only online shop with discounted Hawks gear ²
Concessions & In-Arena Spend	+11% in total transactions; +16% per-visit spending ⁵ ; 74,000 loyalty redemptions (Hawks Bucks) ⁵
Digital Engagement	13.5M social content interactions; +127% video views; +170% Facebook audience growth ⁶ ; 82% of participants in a fan-photo pilot shared content ⁷
Fan Retention & Loyalty	100% renewal (all-season tickets sold, waitlist in place) ⁴ ; 81% of season-ticket members rate the experience “outstanding” ⁸ ; top-5 league Net Promoter Score ⁹
Sponsorship & Partnerships	“Creator Collective” of 25 content creators (14.9M combined reach) generated 68 videos with ~1.7M impressions and ~\$113K earned media ¹⁰

Ticket Sales



Enthusiastic crowds at State Farm Arena reflect strong ticket demand driven by membership perks. In 2023–24 the Hawks sold out 38 of 41 home games ³, and all season-ticket inventory is now spoken for (with a wait list ⁴). Membership benefits help drive this demand. For example, Hawks Members receive perks like playoff-ticket priority, parking priority, ticket exchange privileges and dedicated concierge service ¹. These incentives encourage fans to commit to season packages and renew. The combination of on-court success and robust membership perks has led to record season-ticket membership levels ^{3 11}. The Hawk’s CEO notes that fan energy (fueled by membership support) contributed to home winning streaks and deep playoff runs ¹².

Membership benefits include:

- **Playoff ticket priority** and guaranteed seats for full-season or partial-season members ¹.
- **Preloaded F&B credit (“Hawks Bucks”)** to spend on concessions ¹.
- **Parking priority** in premium decks ¹.
- **Member-only events** (e.g. “Meet the Team” fan fest) and exclusive entrance with a gift ¹.
- **Discounts at the Hawks Shop** (member-only merchandise portal and discounts on all gear) ².

These perks effectively lock in ticket revenue by rewarding loyalty and encouraging renewals. Indeed, one report notes the 2022–23 season saw the highest number of Hawks members in franchise history ³, and every seat is now claimed ⁴. This strong base of committed fans provides a stable foundation for ticket sales growth.

Merchandise Revenue

Membership programs also drive merchandise sales. Hawks Members get exclusive access to a members-only online store and discounts on all team merchandise ². In practice, this means a loyal fan buying team apparel at a reduced price, which stimulates spending that might otherwise be lapsed. While specific sales figures aren’t public, the promotion of a “Hawks Member” merchandise shop ² suggests the team is

leveraging loyalty to upsell gear. High fan engagement (e.g. social interactions and content creation ⁶ ¹⁰) also correlates with brand affinity – fans who are deeply engaged digitally are more likely to purchase jerseys and memorabilia, further boosting revenue.

Concessions & In-Arena Spending

Membership-loaded incentives significantly impact food, beverage and in-arena spending. The Hawks' partnership with Global Payments modernized stadium POS systems and linked them to the "Hawks Bucks" loyalty program ¹³. This yielded a **16% increase in per-visit spending** and an **11% increase in transactions** (year-over-year) across events ⁵. Fans used the loyalty currency in about **74,000 transactions** (redeeming Hawks Bucks) in the 2023–24 season ⁵. In other words, by preloading value (a membership benefit) and streamlining payments, the Hawks encouraged fans to spend more on food, drink, and merch inside the arena. The new system also cut staff workload in half ¹³, showing operational efficiency gains. In summary, the integrated rewards credit and upgraded point-of-sale drove notable increases in concession revenue and overall in-arena spending ⁵.

Digital Engagement

The Hawks' membership strategy extends to digital platforms, driving strong online engagement. On social media, the team reported **13.5 million content interactions** between Dec 2021–Feb 2022 ⁶, along with a **170% jump in Facebook followers** and a 127% surge in video views in that period ⁶. These impressive gains reflect an active, growing fan base – many of whom are also loyalty members. At games, digital initiatives produced similarly strong metrics. For example, a promotional photo-sharing pilot at playoff games saw **82% of participating fans post their images online, and 40% revisited their photos afterwards** ⁷. This far exceeds typical print-photo reengagement, indicating that integrating digital experiences (tied to the Hawks app and rewards) has significantly boosted fan interaction. The Hawks' mobile app itself includes a membership portal for managing loaded value, rewards and benefits (as described on app stores), further tying digital engagement to the loyalty program.

Fan Retention & Acquisition

The membership program's impact on fan retention and acquisition is evident in franchise records. As noted, the Hawks achieved record membership counts and sold-out seasons ³ ⁴. High satisfaction reinforces loyalty: **81% of season-ticket members rate their game experience "outstanding" or "extremely satisfied"** ⁸, and the team ranks in the top-5 NBA for overall fan satisfaction and Net Promoter Score ⁹. These loyalty scores imply that members are likely to renew and to recommend the Hawks to friends, directly boosting customer lifetime value. In fact, selling season passes with interest-free payment plans and guaranteed access (part of membership) turns one-time buyers into multi-year customers. A strong membership community also aids acquisition: prospective fans see sold-out games and member events (e.g. Stack Packs, VIP parties), making membership an attractive way to join the Hawks "family." Overall, the program has solidified a stable base of repeat customers and sustained interest among new fan segments.

Sponsorship & Partnership Value

A highly engaged, loyal fan base enhances sponsorship value, since advertisers want reach and passionate audiences. The Hawks have leveraged their membership-driven audience in new sponsorship initiatives. Notably, they launched an official “**Creator Collective**” of 25 local content creators ¹⁰. These influencers (cross-genre) were given special access to games and team events in return for posting about the Hawks. Over one season they generated **68 videos with ~1.7 million social media impressions**, resulting in roughly **\$113,000 of earned media value** ¹⁰. This program exemplifies how tying marketing partners (creator sponsors) to the fan experience can amplify sponsor exposure. In addition, major brand partnerships (e.g. with Sharecare, Kaiser Permanente) are strengthened by the Hawks’ demonstrably engaged audience. While exact sponsorship revenue figures aren’t public, it is clear that high fan loyalty and digital engagement make Hawks partnerships more attractive. Marketers value the deep insights from loyalty data as well; indeed, arena access systems and the loyalty platform provide real-time data that can be shared with sponsors (e.g. fan visit frequency, promo redemptions) ¹⁴ ¹⁵.

Summary: In sum, the Atlanta Hawks’ official membership and rewards offerings have measurably boosted performance across key business areas. Ticket revenue grew (near-100% game sellouts and record season-ticket memberships) ³ ⁴; merchandise and concessions sales rose via member discounts and preloaded spend ² ⁵; digital engagement metrics have soared ⁶ ⁷; and fan satisfaction/loyalty scores are among the NBA’s best ⁸. These outcomes translate into higher customer lifetime value and stronger sponsorship propositions, indicating that the membership program is a significant driver of the Hawks’ revenue growth and brand loyalty.

Sources: Official Atlanta Hawks materials and case studies, news reports, and published surveys ³ ⁸ ⁵ ⁶ ¹⁰.

¹ Join the Ultimate Fan Experience | State Farm Arena

<https://www.statefarmarena.com/membership>

² ³ Atlanta Hawks Membership: Join the Hawks Family for Exclusive Access, Unforgettable Memories, and a Taste of the South - Atlanta Magazine

<https://www.atlantamagazine.com/news-culture-articles/atlanta-hawks-membership-join-the-hawks-family-for-exclusive-access-unforgettable-memories-and-a-taste-of-the-south/>

⁴ 'Gucci Row': Atlanta Hawks fans meet celebs, find family with courtside seats

<https://www.ajc.com/sports/atlanta-hawks/hawks-fans-get-courtside-seats-but-through-season-ticket-membership-they-find-family/LJCJYFUHGRD7ZFM12OK5JRDSRI/>

⁵ ¹³ ¹⁴ State Farm Arena Case Study | Global Payments

<https://www.globalpayments.com/insights/state-farm-arena-hawks>

⁶ Inside the Atlanta Hawks' Slam Dunk Social Strategy | Sprout Social

<https://sproutsocial.com/insights/case-studies/atlanta-hawks/>

⁷ Capturelife creates unique fan experience for Atlanta Hawks | blooloop

<https://blooloop.com/technology/news/capturelife-atlanta-hawks/>

⁸ ⁹ Atlanta Hawks voted No. 1 in overall game experience - Sports Venue Business (SVB)

<https://sportsvenuebusiness.com/2020/03/08/atlanta-hawks-voted-no-1-in-overall-game-experience/>

10 Atlanta Hawks launch a Creator Collective to entice advertisers

https://digiday.com/media/nba-team-the-atlanta-hawks-bet-on-creators-to-boost-advertiser-appeal/?utm_campaign=digidaydis&utm_medium=rss&utm_source=general-rss

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<https://www.atlantamagazine.com/article/together-we-fly-becoming-a-hawks-member/>

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