



FC Bayern Munich sharepa case study

How FC Bayern Munich delivered 370k tickets via sharepa

As one of the digital pioneers, the top club from Germany used the sharepa platform to simplify the management of guest tickets, sponsor ticket contingents and service provider access in the stadium.

FC Bayern Munich. This name stands for success - both in sporting and economic terms. The Bundesliga club has been a constant in top international football for years and is also highly successful commercially.

Over the past 20 years, the Munich club has attracted an average of over 70,000 fans to every home game - excluding the Covid pandemic.

More than 370,000 public and hospitality tickets and accreditations were distributed via the sharepa platform between 2019 and 2023. The majority of course from 2021, after the end of the pandemic.

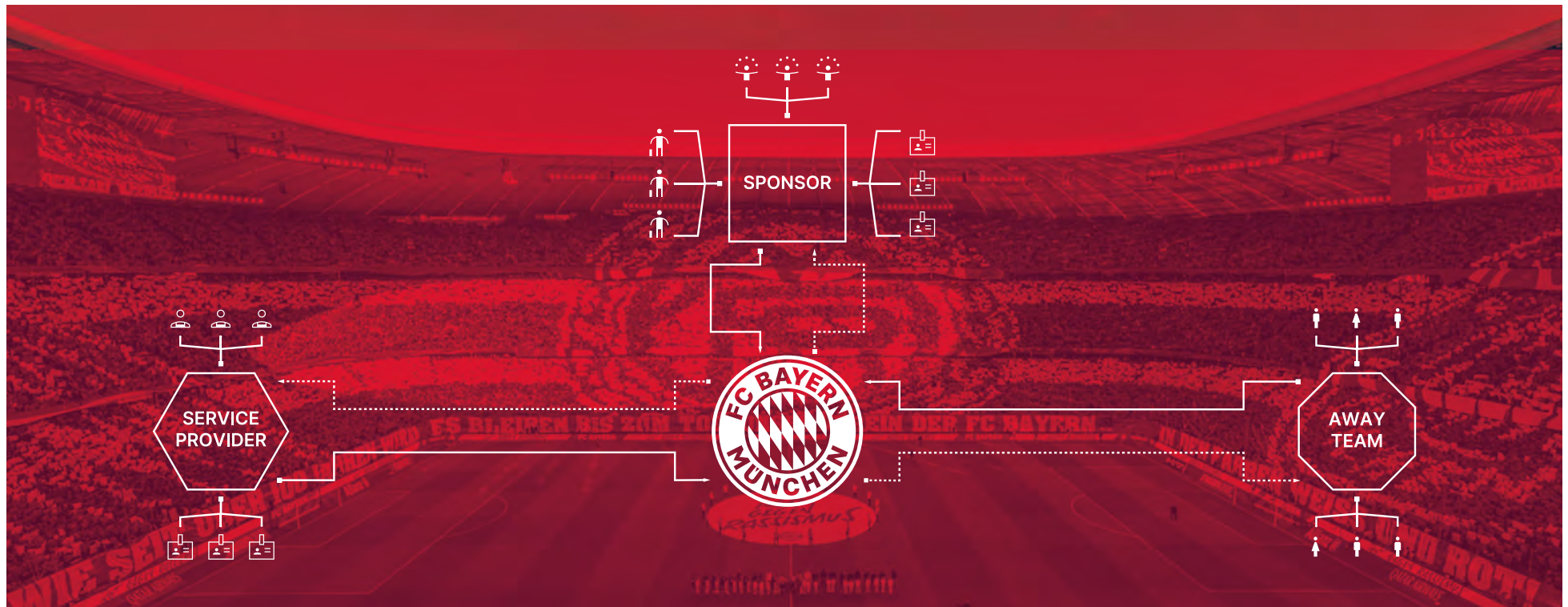


Over 120,000 guest tickets

From 2021 to 2023, FC Bayern Munich used the sharepa platform to easily manage guest tickets, among other things.

Over 120,000 tickets for fans of SC Freiburg, Borussia Dortmund, VfB Stuttgart and others were digitally transmitted to the visiting club via sharepa.

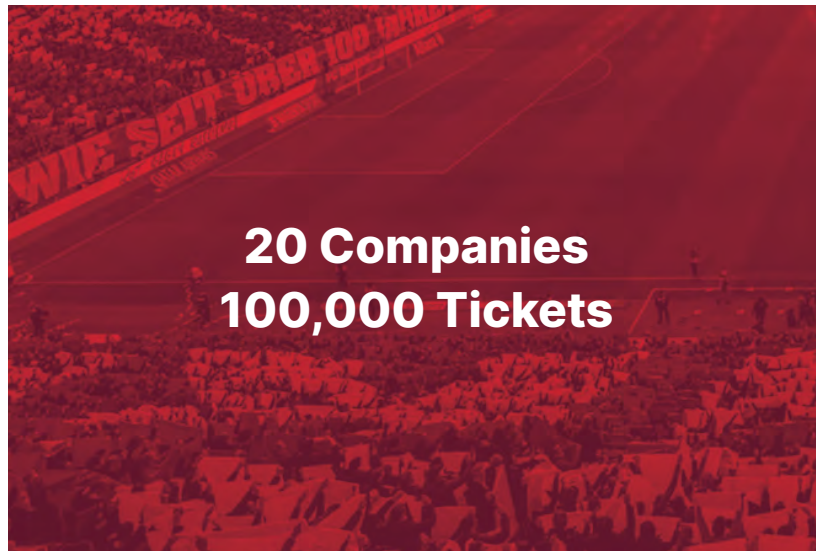
The result: a streamlined process, no need to send physical tickets, a simple and digital implementation of guest ticket management.



sharepa for sponsors

FC Bayern's most important partners also used sharepa to manage their ticket contingents. In the three years of full use, well over 120,000 tickets were delivered digitally via sharepa in this area too.

Sponsors were able to pass on entire ticket contingents internally to other departments or branches within seconds. And from there, the tickets were independently delivered to the final location. Whether it was public or hospitality tickets.



Access management for service providers

The third major area of application for the sharepa platform at FC Bayern Munich was the service providers in the stadium. From catering to security, stadium and area access for over 20 companies was managed via sharepa. In this area, sharepa was used to provide a total of more than 100,000 tickets.

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