

## Extend the community impact of your events!

At Tickets For Troops, we connect your surplus tickets with members of the Armed Forces community who often miss out on live events due to the demands of service.

For over 16 years we've been creating special memories for our members, with the generosity and support of our donors, to say thank you for their service.

### Why partner with us?

- Reach incredibly appreciative audiences (see member testimonials on page 2)
- High attendance rates
- Fast turnaround
- Flexible fulfilment methods
- Support your community and social impact commitments

(see rates, turnaround and fulfilment methods on page 3)

### Who you'll be reaching

We support:

- Serving Armed Forces personnel
- Medically discharged veterans (post 2001)
- The next of kin of those who have died as a result of their service.

**84,000+ verified members nationwide**, including over 6,000 active members in London alone. Our audience spans the entire UK, with strong uptake in major cities and military hubs. See [page 4](#) for a regional breakdown.

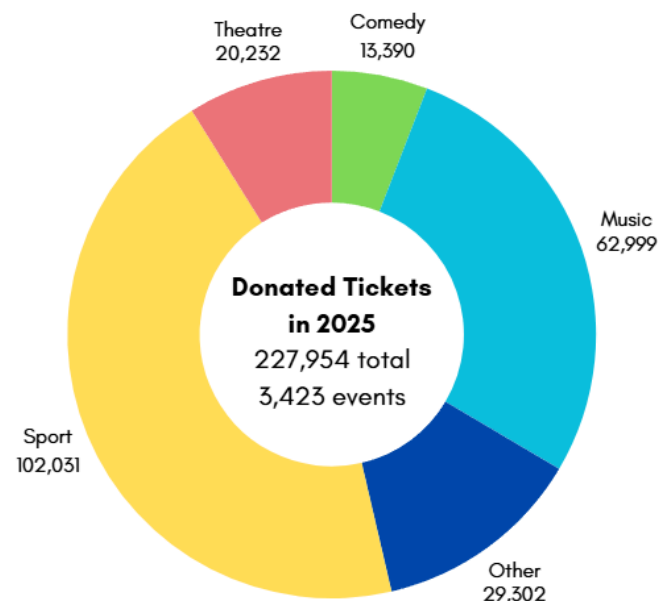
### What kinds of events do we offer?

We offer a wide range of events, including:

- Theatre & West End shows
- Concerts & festivals
- Sporting events
- Film premieres & special events

### Examples of tickets sold for 2025 events:

- NFL Denver Broncos vs New York Jets: 2,266
- Gladiators Live: 1,206
- LIDO Festival: 2,000
- 101 Dalmations The Musical: 1,600



## Member Testimonials

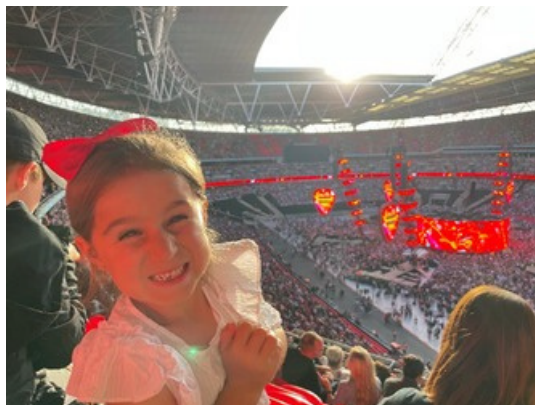


'Please relay our thanks to the Royal Albert Hall and of course a massive thank you to TFT for giving us a once in a lifetime experience. Thank you again, not just for this event but for every ticket that I have had from your organisation.'

**Trevor Dewhurst, James Bond: No Time To Die World Premiere**

'I had an unbelievable time at the Grand Prix, and cannot fault a phenomenal experience. As a long-time F1 fan, yet never having had the privilege of attending a race, this was a dream come true!'

**David Sinclair, Formula 1 Rolex British Grand Prix**



'We absolutely loved Ed Sheeran! Thank you for the tickets! My daughter said very early on in the show, "We are the luckiest people in the world!" I am so grateful for the tickets; we would never be able to do anything like this without Tickets For Troops!'

**Lauren Smart, Ed Sheeran**

### **Success and uptake rates**

Our success rate is often subject to two things:

- Concentration of personnel in a geographical area
- The amount of time we are given to allocate the tickets (the sooner we receive an allocation the better our uptake is)

Conversion of ticket booking to attendance is over 80%.

We charge our members a booking fee of £7.50 inc. VAT per booking to ensure a small financial commitment is made, this fee keeps the charity running.

### **Fast turnaround**

- We can get shows online on our website in minutes.
- We thrive on tight deadlines, and often work with donations 24hours before a show, by its very nature our membership base is highly reactive!

### **Fulfilment methods**

These are the types of distribution methods we can work with:

- Box Office Collection
- E-Tickets
- Landing page - members book directly on your website.

### **Discretion for donations**

We keep everything discreet. Tickets are only visible to verified members on our secure website and aren't publicly listed in search engines.

We never promote events on social media without your approval, sharing them instead through trusted networks within the Armed Forces community.

If you'd like us to support your event on social media, we're always happy to do so!

### **How to donate**

#### **Contact:**

Evie Blades, Director of Operations

[evie.blades@ticketsfortroops.org.uk](mailto:evie.blades@ticketsfortroops.org.uk)

07955 204008

**Number of TFT Members**

