

Navigating Festival Ticketing/Financial Dilemma

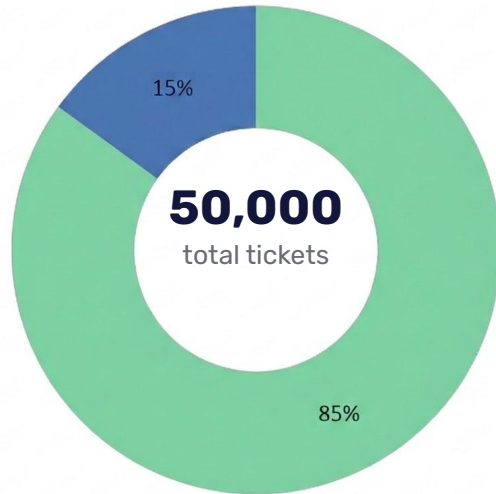


August/September 2026

Sydney Chon



90 Seconds



■ Bot/scalper-held ■ Normal buyers

85%

42,500 tickets captured

\$150

original ticket price

\$700-\$1,000

current resale ask

30 DAYS

until the festival

The problem isn't just ticket revenue, it's whether or not people will be in those seats.

Thesis

Huntrix should proceed with the festival and regain the audience by stabilizing artists and sponsors, redirecting fan anger, and converting valid tickets into attendance through contract-safe solutions

WHY IT SAVES THE EVENT

Primary ticket revenue remains if the show proceeds; sponsor retention protects the fixed-cost floor.

WHY IT CAN WORK IN 30 DAYS

It changes demand and resale incentives instead of attempting a new platform, venue, or mass cancellation.

WHY IT LASTS

2027 protections are configured before onsale so large-scale speculative resale is less profitable.

Take Back Huntrix

▶ **01**

Stabilize

Artists + Sponsors

▶ **02**

Redirect

#BoycottHuntrix -> #TakeBackHuntrix

▶ **03**

Pressure

Pressure scalpers & resale

▶ **04**

Fill

Recover Attendance



01

Stabilize

Ensure the event is
secure before rebuilding
fan support

Lock Down Before Going Public

HUNTRIX RECOVERY

ARTISTS

Reaffirm performances
Stand with fans

SPONSORS

Protect \$2M
Fund recovery benefits

FANS

Need certainty before trust



02

Redirect

Turn the boycott into coordinated fan leverage

Redirect the Boycott

**#BOYCOTT
HUNTRIX**



**#TAKEBACK
HUNTRIX**

▲ **Artist-Led
Content**

Coordinated posts from artists

▲ **Fan Movement**

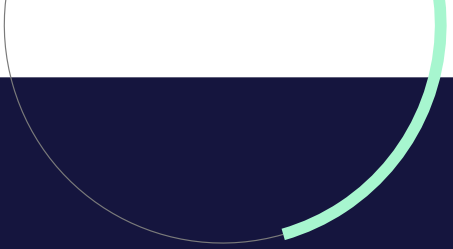
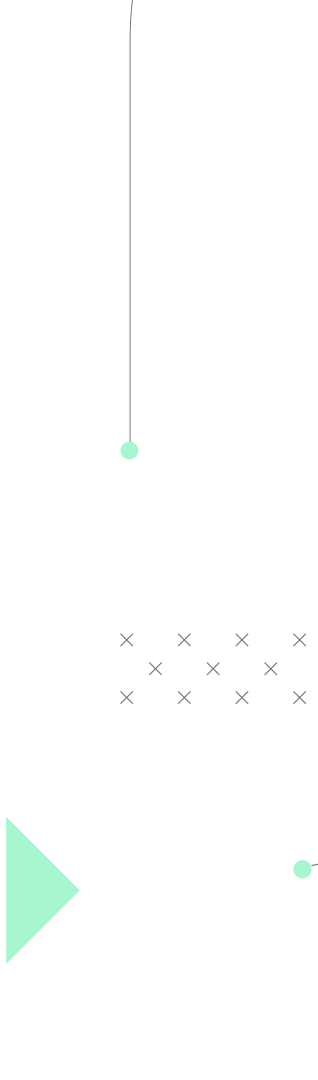
Create a social media movement
#TakeBackHuntrix

▲ **30-Day
Scalper
Clock**

Reminding fans not to panic buy

▲ **Reward
Attendance**

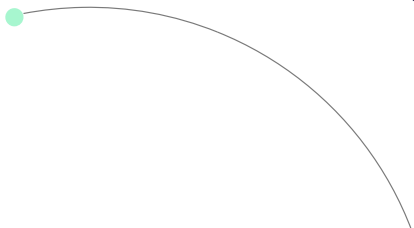
Sponsor-funded benefits for scanned attendees.



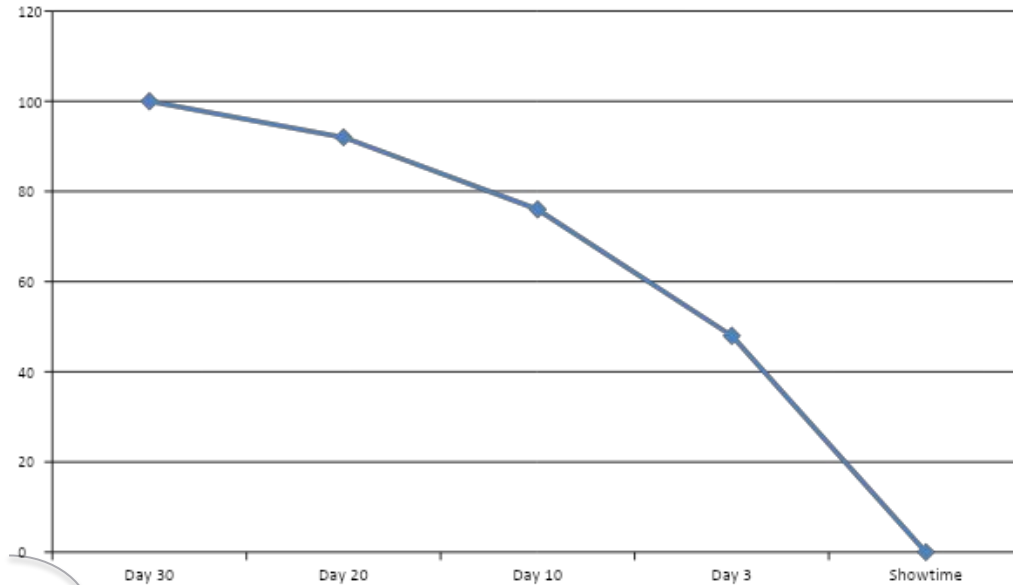
03

Pressure

Use the time-sensitive
resale inventory



The Scalper Pressure

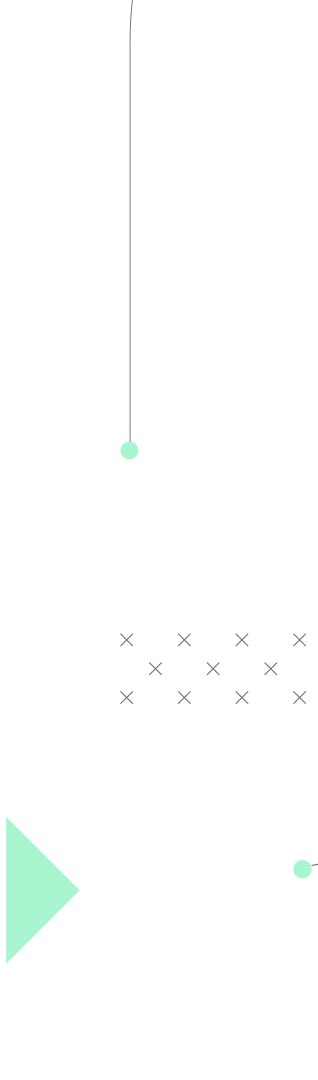


\$6.375M

original inventory cost

**42,500 scalper-held tickets x
\$150**

**At showtime, an unsold
ticket becomes
worthless.**

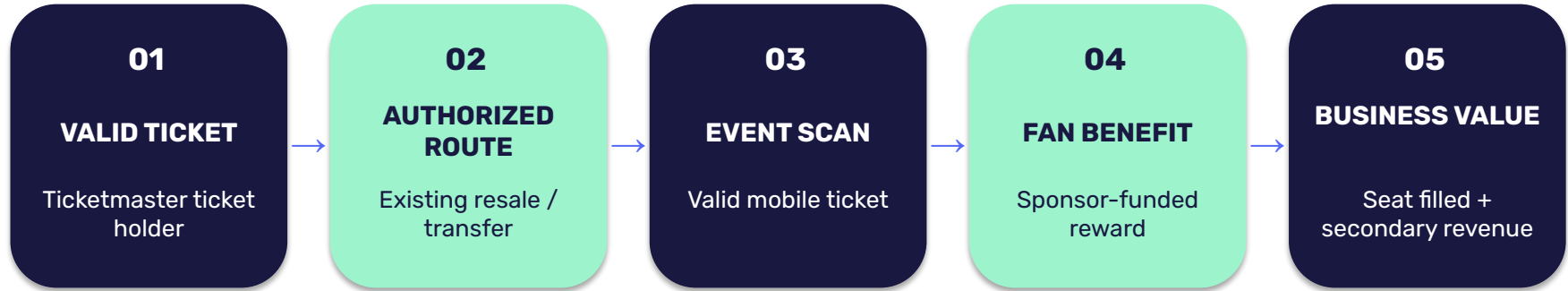


04

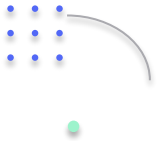
Fill

Convert valid tickets
into occupied seats

Recover Attendance



Sponsor-funded benefits: collectibles • photo booths • limited upgrades/sweepstakes



Contract-Safe Operations

Ticketmaster cooperation helps – but can't depend on it

FULL COOPERATION

Investigate suspicious purchases
Enforce proven violations
Clarify authorized resale/transfer

LIMITED COOPERATION

Use existing transfer/resale tools
Strengthen future released
inventory

NO NEW HELP

Fan campaign still runs
Time pressure still works
Attendance rewards still work

Risk Assessment

SCALPERS HOLD

High prices

WAIT

Plan needs partial movement
only - not all scalpers have to
lower prices

TICKETMASTER SAYS NO

Less
support

WORK WITHIN

Use existing authorized tools.

SPONSORS PULL

Revenue
gap

SCALE

Cap perks + use attendance
thresholds.

ARTIST EXIT

Trust
collapse

LOCK FIRST

Secure commitments before
launch.

30-Day Rescue Plan

DAYS 30-25

LOCK

Artists + sponsors

Secure commitments
Escalate Ticketmaster

DAYS 24-15

LAUNCH

#TakeBackHuntrix

Artist-led content
Fan movement

DAYS 14-4

TRACK

Resale + demand

Monitor inventory
Update attendance

FINAL 72H

CONVERT

Fill the stadium

Event certainty
Entry + fan benefits

2027 Prevention

Fan access

Verified/fan-club presales + staged inventory

Purchase controls

Purchase limits + anomaly monitoring

Resale design

Face-value exchange where available/permitted, configured before sale

Ticket security

Secure mobile / rotating barcodes

Contract governance

Pre-agreed escalation for abnormal purchase concentration