

## Promotional Content Restrictions:

### **“Rules of the Road”:**

1) It’s OK to mention team or performer names, as long as they are in a list.

Example: Islanders, Rangers, Nets, Broadway and More...

NOT OK: Islanders tickets

2) It’s OK to mention league names, as long as they are in a list.

Example: MLB, NBA, NHL, NFL and more...

NOT OK: MLB tickets

3) It’s OK to mention up to 60% savings or specific savings

Example: “John saved \$78 on college football tickets”

NOT OK to connect specific savings to a specific team

NOT OK: Save 40% on Yankees tickets.

4) It’s OK (great, even) to mention savings on tickets, but please don’t use the words “discount” or “cheap.”

Example: “Buying through ScoreBig can save you up to 60% on basketball tickets in New York.”

NOT OK: “ScoreBig sells cheap tickets.”

### **Specific market teams/performers we CAN mention (to tailor to market):**

Atlanta: Hawks, Braves, Falcons

Baltimore: Orioles, Ravens

Boston: Bruins, Celtics, Patriots, Red Sox, Revolution

Cleveland: Cavaliers, Browns, Indians

Dallas: Mavericks, Rangers, Cowboys, FC Dallas

Detroit: Pistons, Lions, Red Wings, Tigers

Houston: Rockets, Texans, Astros, Dynamo

Los Angeles: Lakers, Clippers, Dodgers, Angels, Ducks, Kings, Galaxy

Miami: Marlins, Panthers, Dolphins

Minneapolis: Wild, Twins, Timberwolves, Vikings

New York: Islanders, Nets, Rangers, Jets, Giants, Red Bulls

Philadelphia: 76ers, Phillies, Flyers, Eagles, Union



Phoenix: Suns, Coyotes, Diamondbacks, Cardinals  
Pittsburgh: Penguins, Steelers  
San Francisco: Warriors, A's, Raiders, 49ers, Sharks, Earthquakes  
Seattle: Mariners, Seahawks, Sounders  
St. Louis: Blues, Cardinals, Rams  
Washington DC: Redskins, DC United

**Specific teams/performers we CANNOT mention:**

Dallas: Stars  
Los Angeles: Knotts Berry Farm  
Miami: Heat  
New York: Knicks, Devils, Yankees, Mets  
Pittsburgh: Pirates  
San Francisco: Giants  
Washington DC: Capitals, Nationals, Wizards