

Spinzo and Vozzi Launch 20% SMS Cost Subsidy for Ticketing Promotions

New program lowers texting costs for sports teams, venues, and live-event organizations using Vozzi to drive fans to Spinzo-powered ticket offers

SAINT JOHN, NEW BRUNSWICK,
CANADA, August 19, 2026

/EINPresswire.com/ -- [Spinzo](#) and [Vozzi](#) today announced a new subsidy program that gives sports teams, venues, and live-event organizations a smarter, more cost-effective way to turn text messages into ticket sales.



Under the program, Spinzo will cover 20% of the applicable Vozzi SMS segment fees for qualifying ticket-promotion messages by paying Vozzi directly. Vozzi will deliver the full benefit to eligible mutual clients by charging 20% less for qualifying segments. Qualifying segments include all SMS messages sent to fee-generating Spinzo-powered promotions.

"From our data, text messaging has become an incredibly powerful ticket-sales channel, and we want organizations to be able to use it more aggressively," said Emmanuel Elmajian, Founder and CEO of Spinzo. "By covering 20% of eligible Vozzi fees, Spinzo is helping teams and venues reach more fans, extend their promotional budgets and create more opportunities to sell tickets."

The program combines Spinzo's promotional ticket-sales platform with Vozzi's text-first fan engagement technology. It is designed to help sports teams, venues, and live-event organizations reach fans quickly with compelling ticket offers while reducing the cost of qualified outreach.

"The best ticket offer only works when it reaches the right fan at the right moment," said Ben Young, Founder and CEO of Vozzi. "This program makes SMS an even more valuable sales channel for our shared customers. It gives them a direct financial benefit while helping them turn fan attention into measurable ticket revenue."

The collaboration also builds on Spinoz's integration with Vozzi TraX, giving mutual clients greater visibility into what happens after an initial ticket-promotion message is sent.

Using TraX and the Spinoz integration, organizations can identify recipients who received an initial ticket offer but did not complete a purchase through the associated Spinoz-powered promotion. Those non-buyers can then be precisely retargeted with a relevant follow-up SMS message.

The integrated capability can be invoked directly from the management dashboards of both Vozzi and Spinoz.

Instead of sending the same follow-up to an entire list, ticket marketers can focus on the audience that has not yet converted. Follow-up messages might highlight approaching deadlines, limited inventory, promotional benefits, or another timely reason to complete the purchase.

"Not every fan buys after the first message, and that does not mean the opportunity is gone," Elmajian added. "The TraX integration gives organizations a precise way to re-engage potential buyers, while the subsidy helps make that follow-up more economical. It is a powerful combination to drive higher ticket revenue."

All SMS campaigns remain subject to applicable consent, opt-out, privacy, carrier and messaging-compliance requirements.

Current Spinoz and Vozzi clients can contact their representatives to learn more about the subsidy program. New clients can reach out to hello@spinoz.com or info@getvozzi.com.

About Spinoz

Spinoz provides creative ticket sales solutions that are trusted by the world's most prominent sports teams, venues, and events. The promotional sales platform powers group ticketing, theme nights, community engagements, ticket distribution, fundraisers, and flex plans. It is heavily relied upon by sales, marketing, and operations departments in the live events industry. Spinoz also provides strategic growth consulting, assists in revenue-driving activities, and manages the industry-popular Ticket Playbook community with regular learning sessions.

About Vozzi

Vozzi is the leading mobile engagement and revenue platform for sports teams, live-event venues, and entertainment organizations. Trusted by 425+ organizations, Vozzi's cloud-based SMS and MMS platform gives sales and ticketing teams a direct line to fans, powering mass messaging, one-to-one conversations, and text-based purchasing that drives ticket sales, fills seats, and mobilizes revenue. CRM-integrated outreach and reporting dashboards turn every campaign into actionable insight, giving organizations the tools to connect with fans in

immediate, measurable ways and convert that connection into revenue.

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Spinoza

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