

High Price to Pay

by staff reporter
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A chance to root, root, root for the home team always sounds like a good plan to me, but with the price of high school sports tickets, specifically football, it's easy to see why some others choose to do something else on a Friday night.

In Round Rock ISD, the ticket price at the gate for people to attend football games is \$9 for general admission seats and \$10 for reserved seats. The tickets are also the same prices for adults. Yes, there are ways for students to purchase tickets for themselves at \$3 and for family members at \$7 at school during lunches, but many students don't know about this option, some families won't or don't send cash with students and, even at the discounted prices, the cost of attending a high school game adds up.

Take an average family of four for example. If the family has child that is a member of the band, Tiger Dancers or football team, the group may feel

obligated to attend games. Even buying tickets at school, the initial cost to enter the stadium adds up to \$17 for two parents and one RRISD student. Since the game happens in the evening, the group may purchase a soda for each family member and something to eat. The price can easily go up to around \$40 by the time the family leaves the gate and heads to their car. Multiply this cost by several games, add in the expense the family has already paid for the student to participate in their football related extra-curricular activity and reevaluate, for yourself, if the price is too high.

This expense is hard for everyone. Students wanting to attend their friend's games, even without their family, may not be able to afford the tickets. For some students who have to pay for themselves if they have a job, the price to enjoy an evening watching a friend can add up to several hours of work at a minimum wage job. For parents with students involved in the game, the cost of attending the event can hurt the

Football Ticket Prices Need Reevaluated

family budget, but the cost of not attending can hurt their children even more.

It is understood that ticket prices are set to pay for the running and upkeep of the stadium, the employees it takes to make the games happen and to make a profit as a fundraiser for the school. It is a good and easy way to make money, but since the early, mid and even the late 2000s, the cost has gotten out of hand.

There are solutions to this problem. Pricing football games like volleyball and baseball could help. Or, offering the discounted prices at the gate rather than just at the school could be another option. It'd be great to see the district give out a certain amount of tickets for free to the first 500 that arrive at the games or to parents of students involved in the events. No matter how the district chooses to do it, something must be done to lower the cost of tickets to help fans support their family members at football games.



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