

Betco® Hand Sanitizer Powers Stadium Reopening and Revenue Generation



A large multi-purpose venue that hosts professional sports matchups, concerts, and other major events was preparing for their upcoming bookings in February 2020 when COVID-19 was starting to make headlines in the United States. With many unknown details of the illness and its severity at the time, the venue became proactive with their hand hygiene standards to ensure their guests would feel safe as they attended an event at the venue. They needed a hand sanitizer that meets the demand of tens of thousands of guests entering just 6 entrances across over 2 million square feet.

80,000+
Venue Guests
Protected
by Betco

THE CHALLENGE

- *Serve 80,000+ people entering the venue*
- *Conserve labor with bulk volume*
- *Protect guests from COVID-19 transmission*
- *Portray a safe, healthy environment*

THE SOLUTION

A Betco® representative was already working with the venue to improve their general cleaning and disinfecting practices. The representative understood the venue's need for an effective hand hygiene solution to meet the needs of its guests, and brought in Betco Advanced Alcohol Hand Sanitizers for the staff to test. They felt that the user experience conveyed the impression of safety and health they were seeking for their facility and were interested in bulk volumes to tend to such a massive number of guests efficiently.

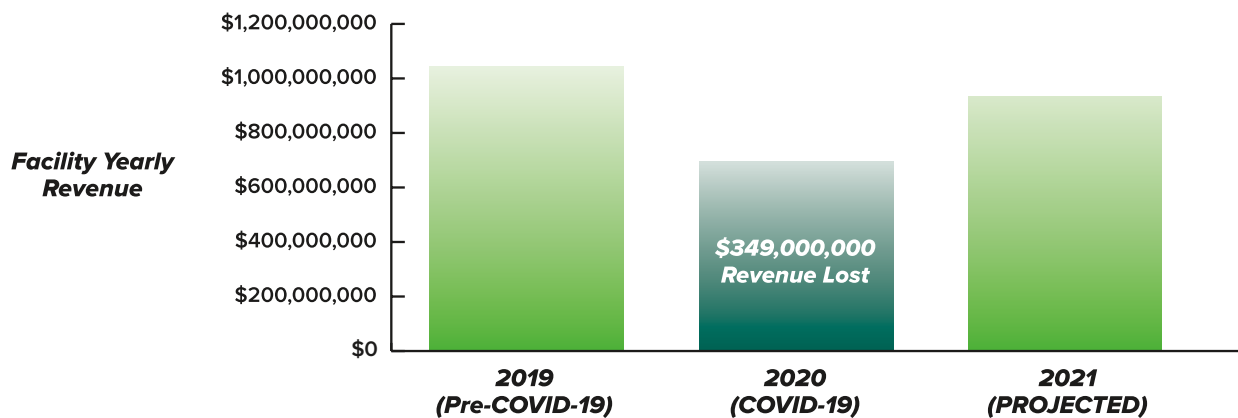
2 weeks after the sampling of hand sanitizers, the Betco representative received a call from the venue requesting hand sanitizer for a concert in just 2 days. With the help of a distributor, the venue received a bulk order of Advanced Alcohol Hand Sanitizer the very next day. At each gate, 1-gallon bottles were readily available once guests went through security, so they could conveniently use the pump to sanitize their hands as they walked into the venue.

THE RESULTS

16 GALLONS of *Hand Sanitizer* Used Every Hour

The venue reported that the hand sanitizer exceeded expectations for the concert. With a formula that gave a clean perception, it was popular with the concertgoers and used by many. This event was, unfortunately, one of the last of 2020 open to full capacity, as much of the nation went into lockdown shortly thereafter due to escalation of the COVID-19 pandemic. **A total of \$349,000,000 in revenue was lost** in professional sports ticket revenue alone, and the venue also suffered losses from concessions and merchandise that correlate with attendance.

Fast forward to 2021, the venue was prepared for **re-opening with Advanced Alcohol Hand Sanitizer** to welcome back fans and visitors for events. Creating a safe and healthy space for guests with Betco hand sanitizer has increased attendance, allowing them to adjust their COVID-19 protocols and create a “normal” atmosphere to once again generate revenue.



Hand sanitizer in bulk also saved the facility both time and labor because it does not require swapping out containers as often. It is estimated that 20 to 30 cases of 4 1-gallon hand sanitizer bottles are used each time the venue is open for an event. If it is open for an average of 6 hours per event, around 16 gallons of hand sanitizers are changed out every hour, which is significantly less often than lower-volume solutions.

With the help of Betco, this venue was able to safely reopen to provide entertainment to guests from all over the United States. Implementing **Advanced Alcohol Hand Sanitizer** assured guests that the venue cares about their health. The venue has continued to stay open at full capacity and function normally since July 2021.

Does your current supplier meet all your needs for quantity AND quality?

Betco can help you reach your goals in more ways than 1.



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