

TEXT  
"KENTUCKY"  
TO 20123

Get the latest ticket offers sent directly to your **mobile device** and **score tickets** to a game with a quick reply **text message**.



## About ReplyBuy

It's easier than ever for Big Blue Nation to stay informed about the latest ticket offers and promotions! Through ReplyBuy, you can have the latest offers sent directly to your mobile device from UK Athletics. Even better, you can purchase single-game tickets to upcoming and even sold out events with a simple reply text message. No credit cards to pull out or apps to download.

## How It Works

Once registered, you'll receive exclusive offers from UK Athletics sent directly to your mobile device. Once an offer is available, the UK Ticket Office will text your mobile device with details.

**NOTE:** This is a promotional program provided by UK Athletics. Tickets are exclusively available by special offer and may not be available for all sports and events.



In order to receive ReplyBuy offers, you must first register your mobile phone number.

To do so, visit [ReplyBuy.com/Kentucky](https://ReplyBuy.com/Kentucky) or text "KENTUCKY" to 20123.

A registration form for UK ReplyBuy. The top section has a white background with a small blue 'UK' logo on the left and a 'Powered by: ReplyBuy' logo on the right. Below this is a large blue banner with the white 'UK' logo. The bottom section has a white background with the heading 'Welcome, BBN!' and 'Claim Your \$10 Credit Now'. It includes a text input field for a mobile number with a US flag icon, and fields for 'Name' and 'Email address'. A 'Confirm Invitation' button is at the bottom right. A small paragraph of text explains the offer: 'Exclusive access starts now. UK Athletics and ReplyBuy have teamed up this season to make buying tickets, merchandise and more as easy as sending a quick text message. The faster you reply, the better your seats! Click to Learn More.'

**Welcome, BBN!**  
**Claim Your \$10 Credit Now**

Exclusive access starts now. UK Athletics and ReplyBuy have teamed up this season to make buying tickets, merchandise and more as easy as sending a quick text message. The faster you reply, the better your seats! Click to [Learn More](#).

Enter your mobile number

Name

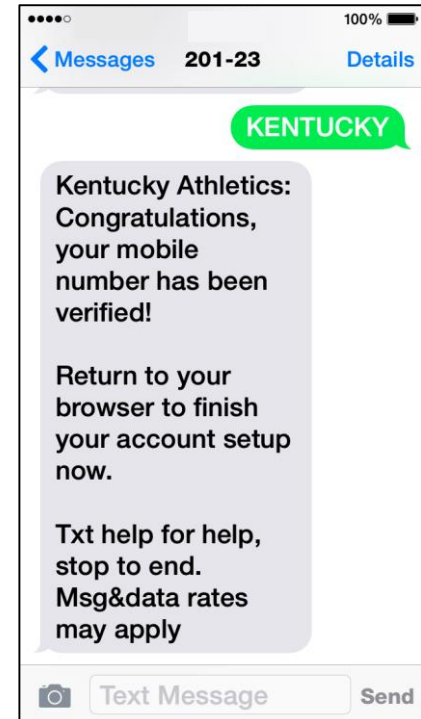
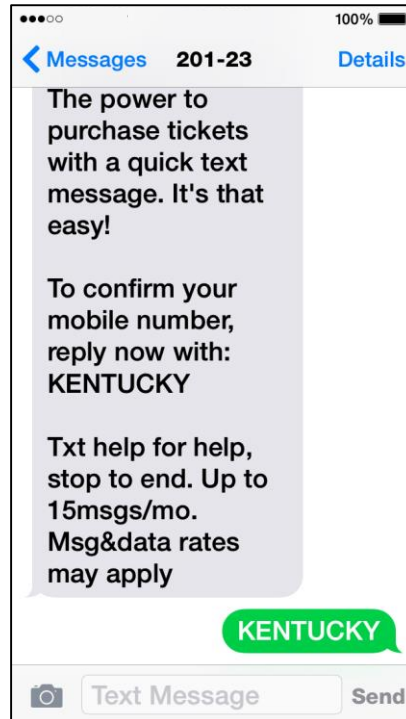
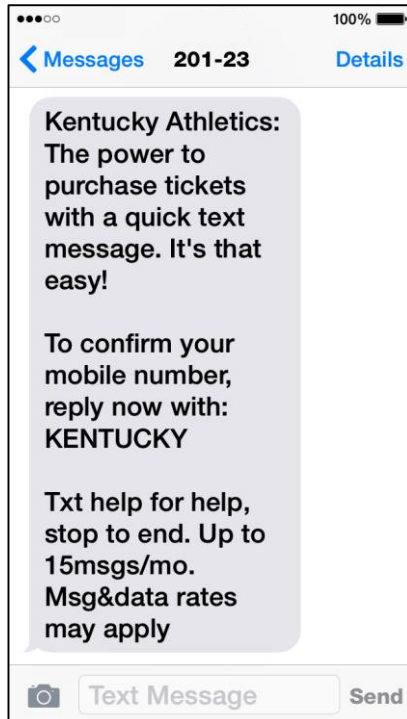
Email address

Please make sure your information is correct and click "confirm" to accept your invitation.

[Confirm Invitation](#)



You will then receive a confirmation text message. Reply with the keyword **KENTUCKY** to confirm your registration.






You will now need to return to your desktop computer to complete the registration process.

Here, you will create a password and then click **Confirm Account**.

Your mobile number is verified

Choose your preferred Login

 **Connect with Facebook**

or

\*Email Address

\*Password

\*Confirm Password

**Confirm Account**

By confirming your account you are agreeing to our [Terms & Conditions](#) and [Privacy Policy](#)



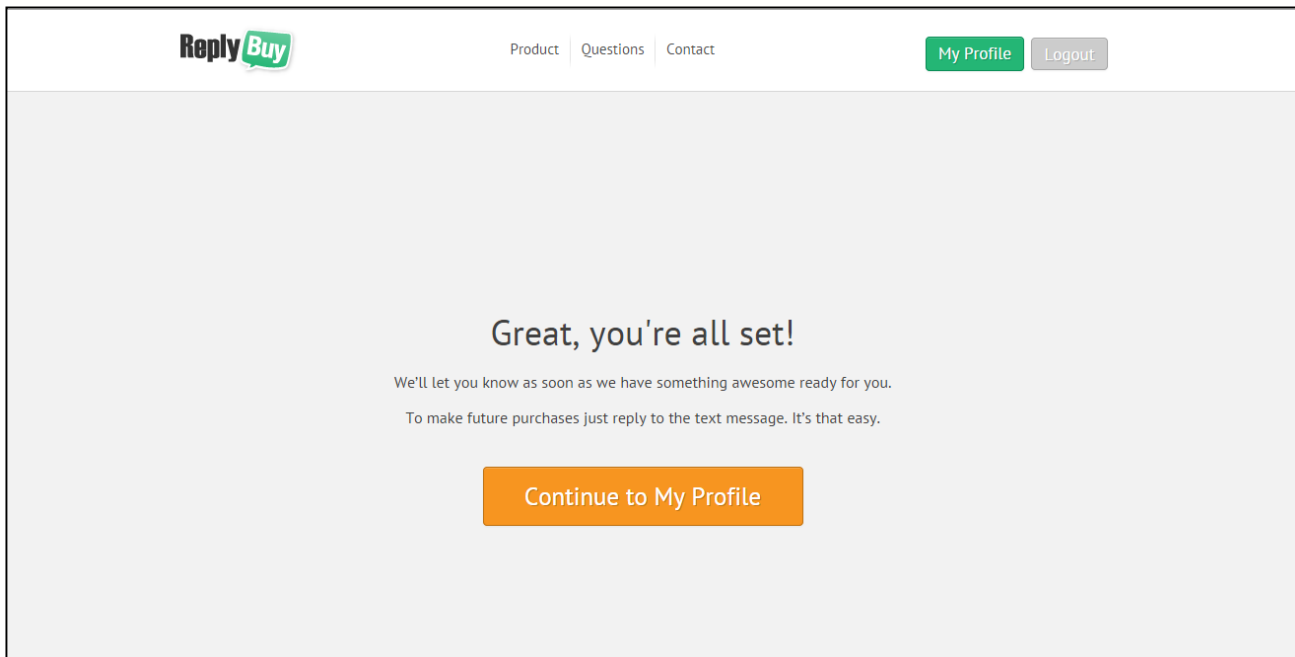
Next, you will be prompted to enter your credit card information through ReplyBuy's safe and secure site.

This information will only be used if you decide to purchase tickets through ReplyBuy. Fill in the requested fields.

The screenshot shows the 'Add payment method' page on the ReplyBuy website. At the top, the ReplyBuy logo is on the left, and navigation links for 'Product', 'Questions', and 'Contact' are in the center. On the right, there are links for 'My Profile' and 'Logout'. The main heading is 'Add payment method', followed by the sub-heading 'Claim your \$10 credit now by selecting a payment method.' and a note: 'The great thing about ReplyBuy is you'll only have to do this one time. Save time and add your payment info for future purchases.' Below this is a 'Payment Method' section with a blue 'PayPal' button. Underneath, it says 'Or Credit Card' and provides input fields for 'Card Number', 'Month', 'Year', 'CV', 'Full Name on Card', and 'Billing Zip Code'. To the right of the 'Card Number' field are logos for VISA, Mastercard, American Express, and BrainTree. A green 'Continue' button is at the bottom, with a link below it that says 'I'll set this up later.'



After successfully entering your payment information, you will see a confirmation screen. Click [Continue to My Profile](#).






Complete your profile information and you're all set!

Welcome Purchases Credits Preferences Account

### Welcome! Let's fill out your profile

 Upload Your Thumbnail   • We recommend a square at least 150x150 pixels

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**Profile Details**

First Name

Last Name

Gender   Birth Year

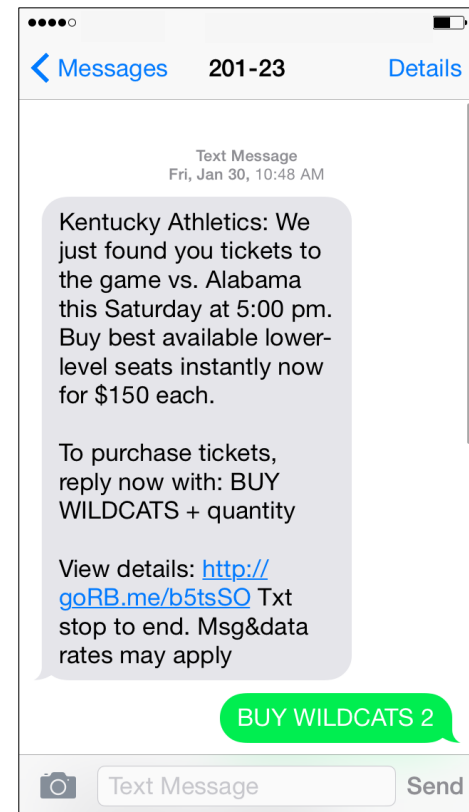




Once tickets become available for an upcoming event, UK Athletics will send you a text message containing information about the tickets as well as the price.

To purchase the tickets described in the text message, simply reply, **BUY + keyword + quantity**

The quicker you reply, the better the seats. Tickets won't last long, so act quickly!





Your tickets will automatically be sent to your mobile device via a text message link. Click the link to open the tickets. The tickets may now be scanned at the gate directly from your mobile device.

A receipt will be emailed to the email address you provided upon registering.

**NOTE:** UK Athletics does not permit photocopies, scans, or pictures of hard tickets to be used to gain entry into any of our venues or events. Additionally, mobile tickets that are printed on paper will not be accepted.

