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Can you resell masters tickets

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And is trying to profit off the high secondary market prices worth the risks involved? This comprehensive guide answers those questions and more. Augusta National explicitly states that the resale of any Masters tickets or coveted multi-day badges is strictly prohibited. But while reselling Masters tickets is illegal in the state of Georgia specifically, it remains legal in most other states. According to Georgia state law, it is illegal to "sell, offer for sale, buy, assign, transfer, pledge, pledge of credit, mortgage, or otherwise dispose of [Masters tickets]". Doing so in the state of Georgia can result in fines or even arrest. Additionally, reselling tickets within 2,700 feet of the Augusta National gates themselves is considered illegal ticket scalping under Georgia law. In other states however, reselling event tickets for profit is generally legal on secondary marketplaces, with some restrictions around fraudulent activities. So reselling your Masters ticket is not inherently illegal in most of the US, but does violate the tournament's own resale policy. Additional local laws may also apply around scalping tickets for events. In recent years, Augusta National has implemented new technology in an attempt to catch and punish fans reselling their Masters tickets or badges. Since 2012, a unique color-coded strip has been printed on the bottom of all Masters tickets. This allows Augusta National's "ticket police" to secretly trace tickets back to the original purchaser even if the ticket number itself is obscured in online resale ads. There have been reports of fans who sold their tickets on secondary marketplaces receiving letters informing them their tickets had been invalidated and they were "permanently removed from all ticket lists." So while a thriving secondary market for Masters tickets still exists on sites like StubHub and eBay, sellers and buyers alike now face heightened risks of repercussions from the tournament's organizers. If willing to take the legal risks, several online marketplaces provide a platform for reselling coveted Masters tickets and badges: As one of the largest ticket resale sites, StubHub offers seller protection and facilitates payment. Fans must ship the physical tickets confidentially to buyers. Single-day Masters tickets easily sell for over \$3,000 on tournament weekends. Another popular marketplace, eBay enables fans to sell their Masters tickets directly to other patrons. But less protections exist compared to dedicated ticket platforms. Facebook Marketplace allows fans to advertise their extra Masters tickets locally for other fans to purchase directly. Without a middleman or fees, buyers and sellers keep all profits. When reselling Masters tickets on these secondary markets, sellers should always hide any ticket details like the barcode or seat numbers that could identify them to Augusta National if investigating resales. With face values of just \$100 for practice rounds and \$140 for daily tournament tickets, the potential profit margins reselling Masters access are massive due to intense demand. But some tickets command higher resale values than others: The rarest and most coveted tickets are the Masters badges which grant access to multiple tournament days or the entire week. These badges are no longer sold publicly, rather they are rented out to patrons each year by brokers. On secondary markets, daily tournament badges sell for over \$4,000 per day. Making these tickets extremely valuable to get into the hands of fans willing to pay top dollar. After badge holders gain first access, the remaining daily tournament tickets are prized by fans. Weekend tickets for Saturday and Sunday when competitors are battling for the lead are most popular, often fetching over \$2,520 to \$28,685 per single-day ticket. While the tournament days allow fans to see champions crowned, even Masters practice round tickets offer high profit potential. The rare access to walk Augusta National itself drives prices. Individual practice days sell on secondary markets for well over \$1,500 each. Wednesday's practice round also includes access to the beloved Par 3 contest, further increasing demand. If you are lucky enough to score Masters tickets through the lottery or other means, reselling them offers these potential upsides: Pros Large profit potential from intensely high secondary market ticket prices Immediate sale online via marketplaces like eBay and StubHub Transferable asset to cash in from your Masters luck However, several downsides exist around such Masters ticket resales: Cons Legal risks, especially reselling within Georgia which violates state law Possibility of having your ticket invalidated by Augusta National Required hiding of unique ticket identifiers to avoid identification No protections against selling counterfeit tickets as a buyer High secondary market prices if looking to buy tickets yourself So while high profits tempt many fans to resell their Masters access, doing so safely and legally requires effort and carries real risks of repercussions. For fans willing to accept the hazards and try their luck transacting Masters tickets on secondary platforms, here are some tips to minimize risks: For Sellers Thoroughly research your local ticket resale laws before proceeding Hide all unique ticket details like seat number or barcode when advertising Require buyers send payment before ticket transfer to avoid scams Utilize secure payment platforms with seller protections For Buyers Vet your ticket seller carefully and check their reviews if possible Pay via means with buyer protections in case tickets are fraudulent Confirm a ticket guarantee or insurance policy protects your purchase Avoid paying with cash or cryptocurrencies irreversible if scammed Have backup travel plans in case purchased Masters tickets are rejected For All Conduct exchanges locally instead of shipping tickets when possible Use common sense precautions for any high-value secondary market transaction While Augusta National prioritizes patrons list loyalists in distributing highly limited Masters tickets originally, the odds simply don't favor most fans. As demand increases exponentially year after year from golf and sports fans globally, more patrons will continue seeking Masters access through secondary sources - legally risky as it may be. Understanding the complexities around reselling Masters tournament and practice round tickets enables fans to make educated decisions navigating these murky marketplaces. Weigh the pros and cons for your personal situation before jumping in. But for the passionate and risk-tolerant, potentially large profits await those capitalizing on extra tickets to golf's most esteemed springtime tradition at Augusta National. Reselling Masters tickets always violates Augusta National policies, but remains generally legal across most US states beyond Georgia. While smart resellers can profit from intensely high secondary market prices, all buyers and sellers take notable risks around invalidated fraudulent tickets or other potential legal repercussions. Use caution transacting high-value Masters access on secondary markets, but for willing entrepreneurs or simply fans offsetting travel costs, a tempting rewards system endures. The crowd at the 2025 Masters was treated to a thrilling finish, with Rory McIlroy besting Justin Rose in a one-hole playoff to complete the career Grand Slam. But not all the buzz at Augusta National this year was about the golf. Hundreds of ticket holders this year were pulled aside by Augusta National representatives and questioned about where they bought their tickets and whether they had a direct connection to the original badge holder. Many had their passes canceled for the weekend. Sources in the ticketing and hospitality business widely believe it was all part of preparation for big changes to the Masters ticketing process coming next year, including a larger role for hospitality giant On Location. To understand why this is such a big deal, one must first understand the steadfast traditions and restrictions of The Masters. The golf course has a long-running ban on phones and thus does not accept digital tickets. All tickets are physical badges—either lanyard or paper passes that must be displayed around a person's neck or on their belt loop, wrist, etc.—distributed directly by Augusta National, with strict rules against reselling. "As a reminder, Augusta National, Inc. is the only authorized source/seller of Masters® Tickets," the official Masters website reads. "The resale of any Masters Ticket is strictly prohibited. Holders of Tickets acquired from third parties, by whatever means, may be excluded from attendance to the Tournament." Despite the strict rules, the club historically looked the other way for the most part, and fans were accustomed to a wild resale market unlike any other golf tournament. Scalpers camp out at gas stations, motels, and restaurant parking lots a few miles from Augusta National, selling daily tickets marked up for thousands of dollars. That all changed this year, as Augusta National enforced its no-resell policy much more strictly than it had in previous years. The standard procedures of secondary ticketing businesses—acustomed to effectively operating in the gray area—came back to bite them. They found many of their customers turned away at the gates, or in some cases pulled aside even after they had already gotten in. Tickets to The Masters are an extremely hot commodity. The face value of practice-round tickets this year was \$100, and tournament days cost \$140. But on secondary ticketing platforms, prices for the final round were as high as \$8,000, according to Cllct, which wrote about the crackdown earlier this week. "It was a bloodbath," one hospitality company executive told Front Office Sports. "Several of our customers were interrogated on arrival, and about half of those badges were canceled. And here's the worst part: A ticket that scanned with no problem Thursday and Friday would get targeted Saturday." The executive added that some fans who had their badges confiscated received one-day passes to stay on the grounds. Another source pointed out that Augusta National wants to control as many aspects as possible of what is happening around town during Masters week. "They want to eliminate an uncontrolled, unregulated, secondary ticket market," the source said. Grace Smith-Imagn Images Outside of the annual Masters ticket lottery—some people go decades without winning—many tickets originate from lifetime Masters Series Badges, which includes a list of patrons who were grandfathered into the old system that has not been open to new applications since 2000. If Augusta National learns a lifetime badge holder has been selling their passes, they revoke them; those lifetime passes also do not transfer within a family after a person dies. Sources say Augusta National watches local obituaries closely and when a patron with tickets dies, those tickets get canceled. The reselling ban is a marked difference from the three other men's major championships. The USGA has a deal with AXS for U.S. Open tickets; the PGA of America's official ticket partner for the PGA Championship is SeatGeeq; and the R&A uses a number of authorized ticket partners for the Open Championship (also known as the British Open). Augusta National has always operated the distribution of its own tickets—from single-day general-admission practice-round passes to weeklong VIP badges—in-house, which is a rarity for such a major sporting event. But one of the worst-kept secrets among Masters insiders is that On Location, the live event and hospitality powerhouse Endeavor acquired for \$660 million in 2020, has for the past two years quietly operated Map & Flag, which Augusta National calls "the first and only official Masters hospitality experience outside the gates of Augusta National Golf Club." Map & Flag opened in 2024 across the street from Augusta National and added a second floor this year. Roughly 2,500 Map & Flag passes sold this year, for around \$17,000 each. The space is a complement to Augusta National's ultra-exclusive on-course hospitality space Berckmans Place, which is a popular hangout spot for Green Jacket-clad club members and is also said to be operated, at least in part, by On Location. (TKO, the division of Endeavor that now includes On Location, did not respond to requests for comment for this story.) On Location also operates ticketing for the Super Bowl, NCAA Final Four, Olympics, and many other major sporting events. Its official golf partnerships include the Ryder Cup and PGA Championship, which are both run by the PGA of America. Ticketing industry insiders widely expect On Location is about to become a more significant partner of The Masters, multiple sources tell FOS. An Augusta National spokesperson did not respond to a request for comment. Lodging plays a big part in this process since luxury hotels are so scant in the area surrounding Augusta National. Many local operators will offer premium packages that include a place to stay, all-inclusive food and beverages, and tickets that were acquired via resale. Even ordinary local citizens who have lifetime badges will sometimes rent their house out for the week and include tournament tickets to up the price. Those independent businesses obviously do not make Augusta National money, so where On Location likely fits into all this is helping the club manage a more modern approach to ticketing and hospitality. Augusta National chairman Fred Ridley alluded to potential expansion in the future during his pre-Masters press conference last week. "I'm pleased to share that the hospitality offering across Washington Road that we've named Map & Flag is now fully open," Ridley said. "The popularity of this venue inspires us to consider what else may be possible in future years." The widespread theory around Augusta this year was that Augusta National is buying up property around the course with an eye toward building more places like Map & Flag at various price points. The more official hospitality venues Augusta National owns, the more VIP tickets it can sell and profit from. Currently, all Masters hospitality, like general tickets, is sold directly through the club. In the future, On Location could be the main operator for any such new venues ultimately in the works. What would change for fans? Potentially more options available, albeit expensive ones. Take On Location's current offer to buy priority access for Super Bowl LX tickets next February. For a \$2,500 deposit, NFL fans can receive early access to official Super Bowl tickets before the general public. The deposit does apply to the final sale price. On Location has 2025 Ryder Cup packages available for \$1,100 and \$1,350 per person. Perhaps On Location would roll out similar offerings around The Masters, giving fans a second chance at buying tickets outside of Augusta's lottery. Despite all of the looming changes, it is still possible Augusta National will keep its ticketing and hospitality services in-house—at least publicly. On Location may end up playing a larger role but still in the background. This is not all that different from how Augusta National operates with other mainstream partners. It's no secret that Coca-Cola supplies the "cola" and "diet cola" at concession stands, for example. Applications to "request consideration" for 2026 Map & Flag passes are currently open, and applications for the standard Masters ticket lottery for 2026 will open June 1. The best way for the public to secure Masters Tournament event tickets is through the Masters website - through a lottery system. The lottery is highly regulated, and the odds of securing tickets are very low. The application process for tickets typically opens in early June and closes by the end of that same month. Applicants will be notified in July if they have been selected to receive tickets through the lottery. Please note that applicants are only permitted to have one account, associated with a single residence, in order to qualify for tickets. Ticket resale, while not entirely prohibited, is subject to regulation. For instance, selling tickets at a markup within 1,500 feet of the event venue is unlawful. Some companies buy Masters tickets from patrons, like Edwards Golf. Email, text, or call (706) 651-8354 to sell your Masters tickets. Sell your Masters tickets quickly & securely with our seamless process:Email, text, or call Mr. Edwards Golf at (706) 651-8354 to get a quoteSupply proof of ticketsGet paid & send the tickets to us. We offer quotes for tickets year round.