

## TICKET

This policy shall cover the design, production, distribution, and sale of tickets for films, concerts, slide shows, lectures, and all other events sponsored by the Associated Students. The intention of this policy is to provide for a system that produces clear, legible, and auditable tickets.

### A. APPLICABILITY

1. Tickets will be sold for all events that require an admission charge.
2. Events with no admission charge or that request a voluntary donation (amount to be determined by the patron) shall not generally require a ticket except as a method of controlling the number of patrons at an event. If tickets are used, this ticket policy is in force.
3. Raffle tickets are not subject to this policy. (See the Gambling Policy for raffle ticket information).

### B. TICKET TYPES

1. All tickets will be of the one ticket/one price variety. Discounts and multiple prices will not be authorized on the same ticket.
2. There are four types of ticket sales allowable for A.S. events.
  - a. At-Door: Roll tickets are acceptable for at-door sales only. A separate roll of tickets will be required for each admission price. Roll tickets will be provided by the V.U. Finance Office when a change fund is requested.
  - b. Advance/At-Door: Tickets are printed by a non-University bonded ticket printer.
  - c. Advance/At-Door: Tickets ordered through the A.S. Publicity Center. The Publicity Center will assume responsibility for the design, printing, numbering, and delivery of tickets to the Finance Office. Ticket orders should be made at least 3 weeks before the tickets are to go on sale.
  - d. Advance: Tickets may be sold through a bonified electronic ticket sales service. A signed contract is required with the ticket seller before tickets are put on sale.

### C. TICKET REQUIREMENTS/INFORMATION

1. The following information must be clear and legible on the **front** of the ticket:

Event Title and Sponsor  
Location, Day of the Week, Date, and Time  
Ticket Number, Category and Price (Ex. Student, \$6)  
Seat Location (if reserved seating)

2. Tickets must be printed on a paper with a minimum weight of 80# cover. Each ticket price or pricing category (i.e.: advance, student, general, etc.) must be printed on different color paper.
3. All graphics and/or background designs on tickets must not interfere with the legibility of the required information.

#### **D. TICKET NUMBERING/NUMBERS**

1. Single sets of tickets that are one price should begin with #1 and continue sequentially to the maximum number of tickets that will be sold.
2. If there are 2 or more ticket prices the first set should begin with #001 and each subsequent set should begin with next highest 1000. (Ex. *If the first set ends with 750, the second set would begin with 1001. If the first set ends with 1050, the second set would begin with 2001.*)
3. A full set of tickets, equal to the venue capacity, must be printed for all events.
4. If student tickets are sold, a full set of student tickets, equal to the venue capacity, must be printed. In addition a minimum of 50 % of the venue capacity must be printed for other ticket categories.

#### **E. TICKET CATEGORIES**

1. Student ticket sales will be limited to individuals who are students at WWU, Whatcom Community College, or Northwest Indian College.
2. Other ticket categories may be offered including: Faculty/Staff, High School Students, Children under 14, 12, or 5, Seniors, Alumni, or Family (must include # of people).
3. In the event of a co-sponsorship with a non-WWU organization or business, ticketing information must be included in the co-sponsorship agreement.

#### **F. TICKET AUDITING**

1. All tickets must be audited by the Viking Union Finance Office **before** they are put on sale.
2. The V.U. Finance Office will prepare a ticket sale summary sheet within 5 business days following the event. Copies will be sent to the event sponsor and the appropriate adviser.

#### **G. TICKET SALES**

1. Student tickets will be sold only on-campus.
2. Student tickets may go on sale before sales to the general public.
3. General tickets may be sold on-campus or at off-campus outlets in accordance with the procedures of the V.U. Finance Office.

#### **H. COMPLIMENTARY TICKETS**

1. See Free Admissions Policy.

**Interpretation and Enforcement:** VU Administration, Activities Council

TICKET.POL

Approved By: Activities Council

Date Approved: 06/02/97

Organization: Viking Union/Student Activities

**\*currently under review**