

# **SANTA CRUZ TICKETS FEES & SERVICES:** *effective 3/1/19*

## **Full Services- Events at the Civic**

### **1. Box Office Fees**

*Charged to the Producer, per event, based on contracted venue capacity.*

150 or less capacity	= \$120 / event*
151 - 500 capacity	= \$200 / event*
501-1000 capacity	= \$300 / event*
1001-1500 capacity	= \$400 / event
1501+ capacity	= \$500 / event

\* Additional \$50 per series applies to reserved seating events up to 1000 ticket capacity. Fee does not apply to events with contracted capacity over 1000.

### **2. Full Services Include**

- Box Office/Ticket Office staff will build event(s) into the AudienceView (ticketing) system. Sell tickets via phone, and online at [santacruztickets.com](http://santacruztickets.com) as well as walk-up sales.
- Collect and maintain patron names, addresses, and phone numbers, whenever possible.
- Mail tickets, hold tickets at "will call" or "Print-at-Home"
- Create and release various ticket "holds", as agreed with Producer.
- Sell tickets and provide "will call" on the day of the event(s), beginning 90 minutes before event start time and continuing into the event as needed.
- Facilitate comps, gift certificates, group sales, and discounts.
- Process ticket exchanges or refunds as pre-arranged and/or approved by the Producer. (Note: Standard ticket refund/exchange fees and administrative fees apply.)
- Provide Producer access to AudienceView to run basic sales, attendance, seating and mail list reports.
- Provide a complete final ticket report to Producer night of event after sales have ended.

### **Other Charges That May Apply:**

**Consignment Tickets:** Batch print consignment tickets for advance sales by Producer or other vendor. (up to 10% of house capacity as per venue contract)  
Fee: \$2 per ticket

### **Comp Tickets:**

No fee for complimentary tickets up to 5% of contracted *event* capacity. Standard Patron Fees will be charged to the Producer for each additional comp ticket up to maximum of \$3 each (Does not apply to non-Civic venues.)

**Changes to Ticket Agreement:** \$25 per change plus applicable staff time. *Changes are defined as, but not limited to, adding/changing a price level, changing event location, name or time.*

### **Optional Services**

Available Upon Request:

1. **Donations:** Receive, record, and reconcile donations. Provide donor reports to Producer.  
Set-up Fee: Donation Set up - \$50.

Per Donation Fee: 3% of donation amount.

2. **Subscriptions & Packages:** Management and sale of ticket packages for multiple events within a series including price packages, special seating, season renewals, etc.  
Fee: \$25 per package/bundle.

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### **Partial Services for non-Civic events:**

#### **1. Box Office Fees**

1-10 events*:	= \$25/ event
11-20 events*:	= \$20/ event
21+ events*:	= \$15/ event
Multiple performances of same event with same price chart*	= \$35 flat rate

\*Pricing valid within 1 (one) year from date of contract; exceptions will be reviewed and approved by the joint ticketing team. *Patron fees apply.*

The above rates apply to venues with <250 seats. Rates are double for >250 seat venues. Rates apply to general admission events only; additional \$50/series for reserved seating.

#### **2. Partial Services Include**

- Build event(s) into the Santa Cruz Tickets system.
- Sell tickets via phone, fax, mail and online at SantaCruzTickets.com until 5pm the day prior to event (or as negotiated).
- Collect and maintain patron names, addresses, and phone numbers, whenever possible.
- Mail tickets or hold tickets at "will call."
- Create and release various ticket "holds", as agreed with Producer.
- On day of event, provide for pick up by Producer:
  - Front of House Report (detailed list of all orders and patrons)
  - Will Call tickets enveloped and alphabetized by patron name.
- Facilitate use of AV gift certificates, group sales, and discounts.
- Process ticket exchanges or refunds as pre-arranged and/or approved by the Producer. (Note: Standard ticket refund/exchange fees and administrative fees apply.)
- One standard ticket sales report to be automatically emailed to Producer as often as one per day.
- Provide patron data (name, address, email, phone, opt in/out) within two weeks of final event.
- Provide a complete settlement report to the Producer within one month after the last event.

Partial Services include limited reporting and do not include: event box office staffing/sales or comp facilitation.

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Available Upon Request:

1. **Donations:** Receive, record, and reconcile donations. Provide donor reports to Producer.  
Set-up Fee:    Donation Set up - \$50.

Per Donation Fee: 3% of donation amount.

2. **Subscriptions & Packages:** Management and sale of ticket packages for multiple events within a series including price packages, special seating, season renewals, etc.

Fee: \$25 per package/bundle.

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### **Patron Fees:**

#### **1. Service Charge:**

Ticket price <\$10 (\$0-\$9.99)	= \$3.50/ ticket
Ticket price <\$20 (\$10-\$19.99)	= \$4.50/ ticket
Ticket price <\$50 (\$20-\$49.99)	= \$5.50/ ticket
Ticket price <\$100 (\$50-\$99.00)	= \$6.50/ ticket
Ticket price <\$200 (\$100.00-\$199.00)	= \$7.50/ ticket*

\*Service charge increases by \$2.00/\$100 increment thereafter.

#### **2. Refunds:**

When requested by patron and allowed by Producer policy: Service Charge is nonrefundable.

When due to event cancellation: Patron fee is refunded.

Refunds of gift certificates: Allowed only to original purchaser or to holder of ticket account.

#### **3. Ticket Exchanges:**

\$3.00/ticket contingent on Producer policy.

#### **4. Ticket Re-prints:**

\$3.00/order contingent on Producer policy.

#### **6. Volume Sales:**

Groups of 10 or more tickets in one order: \$1 discount per ticket based on the price tiers above