

# **SANTA CRUZ TICKETS FEES & SERVICES:** *effective 1/19/10*

## **Full Services**

### **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

### **UCSC Units through UCSC Box Office**

149 or less tickets sold	= \$120 / event*
150-300 tickets sold	= \$150 / event*
301+ tickets sold	= \$200 / 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 Santa Cruz Tickets system. Sell tickets via phone, fax, mail 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 or hold tickets at "will call."
- Create and release various ticket "holds", as agreed with Producer.
- Sell tickets and provide "will call" on the day of the event(s), beginning 30 minutes before doors open and continuing into the event as needed and pre-arranged with the Producer (see Ticket Agreement for night of show box office hours).
- 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 settlement report to Producer within one month after the last event.

### **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; \$1 refunded for tickets returned (no less than 48 hours before event)

### **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-owned" venues.)

### **Cancellation Fee:**

The Box Office Fee is non-refundable. If event is cancelled after contract completion, the Producer will be charged 5% of the gross ticket sales plus applicable staff time.

**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.*

If Producer fails to uphold a provision, condition or use stipulated by the Ticketing Agreement, Producer will be charged for any staff time required to remedy that failure. Any subsequent such failure will result in a \$50 fee in addition to the applicable staff time charged.

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### **Optional Services**

Available Upon Request:

1. **Reports:** Sales, attendance, seating and mailing list reports via email for Producers who do not wish to have access to the Santa Cruz Tickets system:  
Fee: \$10 per report or \$20 per hour to develop new reports.
  
2. **Donations:** Receive, record, and reconcile donations. Provide donor reports to Producer.  
Set-up Fee: Campaigns - \$25 per campaign.  
Appeals - \$15 per appeal. (An appeal must be attached to a campaign.)  
Memberships - \$10 per membership level  
  
Campaign = Santa Cruz Big Band Association (often the Producer)  
Appeal = 2009 Concert Season (often the current season)  
Membership = A membership level (e.g.: Platinum, Gold) can be assigned to a donor's account at time of donation. Benefits (discounts, passes, etc.) associated with membership levels can be attached to members when they donate.  
  
Per Donation Fee: 3% of donation amount.
  
3. **Off-Site Ticket Sales:** Administer ticket sales at an offsite location on day of event.  
Fee: \$50 plus applicable staff time and \$.03/ticket for any unsold tickets.
  
4. **Mailings:** Prepare and mail special mailings to your patrons. Producer must supply pre-printed, pre-posted envelopes and mailing materials.  
Fee: \$50 for 300 pieces or fewer; \$100 for more than 300 pieces.
  
5. **Subscriptions:** 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, per season; same seat renewals, \$50 additional.

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## **Partial Services**

### **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.

### **Credit Card Processing Only**

= \$75/ event

Does not include phone or walk-up sales. Patron fees apply. Contact box office for further details.

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

#### **Consignment Tickets for Door Sales:**

Print all unsold tickets as 'consignment' and provide for Producer pickup on day of event. Fee: \$.03/ticket

#### **Cancellation Fee:**

The Box Office Fee is non-refundable. If an event is cancelled after contract completion, the Producer will be charged 5% of the gross ticket sales plus applicable staff time.

**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.)*

If Producer fails to uphold a provision, condition or use stipulated by the Ticketing Agreement, Producer will be charged for any staff time required to remedy that failure. Any subsequent such failure will result in a \$50 fee in addition to the applicable staff time charged.

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**Patron Fees:**

**1. Service Charge:**

Ticket price <\$10 (\$0-\$9.99)	= \$2.50/ ticket
Ticket price <\$20 (\$10-\$19.99)	= \$3.50/ ticket
Ticket price <\$50 (\$20-\$49.99)	= \$4.50/ ticket
Ticket price <\$100 (\$50-\$99.00)	= \$5.50/ ticket
Ticket price <\$200 (\$100.00-\$199.00)	= \$6.50/ 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.

**5. Discounted Tickets:**

If Producer changes or discounts some tickets after the event is on sale, the patron fee for those tickets remains at the original price level. Producer may elect to have the patron fee reduced for these discounted tickets (\$25 contract change applies) and pay the difference between the two ticket fee levels.

**6. Volume Sales:**

Groups of 20 or more tickets in one order: \$3 per ticket, if ticket price is greater than \$20  
\$2 per ticket, if ticket price is \$20 or less.