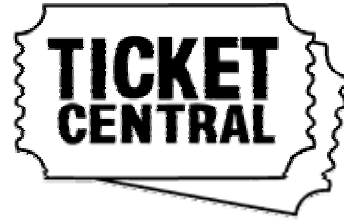




**NYU Ticket Central**  
**566 LaGuardia Place, 1<sup>st</sup> Floor**  
**(Side entrance of the Kimmel**  
**Center)**  
**(212) 998-4941**  
**(212) 995-4961 fax**



## **TICKET PROCEDURES FOR DEPARTMENT EVENTS**

To request ticketing services, please fill out the Ticket Services Form (attached), and fax it to Ticket Central. The form is due no later than 3 weeks prior to the event.

### **TICKETING OPTIONS**

Use the Ticket Services Form (attached) to request that Ticket Central print tickets to your upcoming event. Please write in the event information exactly how you would like it to appear on printed tickets.

- **TIERED PRICING:** Use the back of the Ticket Services Form to specify the different types and prices of tickets you would like to make available for your event. Please make sure to indicate the per-person ticket limit for each type of ticket. You may also set an advance price and a day-of price for each type of ticket.
- **CONSIGNMENT TICKETS:** Consignment tickets are tickets that event organizers sell/distribute on their own. On the form, you may request that some or all of each type of ticket to be released to you for consignment purposes. Consignment tickets can be picked up approximately one week after the submission of this form for your department to sell offsite. If additional consigned tickets are needed at a later date, please contact Ticket Central as soon as possible.
- **VIP TICKETS:** VIP tickets are tickets that event organizers give to persons on their VIP list. VIP/Comp tickets can be picked up approximately one week after the submission of this form for your department to distribute offsite. If additional VIP tickets are needed at a later date, please contact Ticket Central as soon as possible.

### **BOX OFFICE SERVICES**

- Ticket Central can typically put tickets on sale about one week after the submission of the Ticket Services Form. Alternatively, event organizers can arrange with the Ticket Central manager to arrange an on-sale date.
- Customers may pay for tickets with cash, campus cash or credit card at the Ticket Central box office.
- Tickets will remain on sale during Ticket Central's regular operating hours, which are currently Monday – Friday, 12:30pm – 7pm.
- To request extended box office hours the day of your event, contact Lori Moore, the box office manager, at 212-998-4421. Extended box office hours must be requested at least 2 weeks before the event date. Each hour (or part thereof) of box office operation beyond

regular hours is \$50.00. For events during the weekend, there is a 3-hour minimum for extended box office hours.

## **BOX OFFICE TICKETS SALES AND DISTRIBUTION**

- **ADVANCE SALES:** Ticket Central can only sell advance tickets at our box office to NYUCard-holders. If you would like to make advance tickets available to the general public, our online ticketing option is available. (Please see "Online Ticket Sales" below.) On the day of the event (provided the event is on a weekday) ticket sales will be open to the general public.
- **GROUP SALES:** Ticket Central can accommodate group sales – ticket quantities greater than the ticket limit you specify on the form. Group tickets may only be purchased by a representative of a group of NYUCard-holders, such as a Resident Assistant, Department Admin, etc., with valid ID. Ticket Central will honor group ticket request only if this option is ticked off on the Ticket Central Ticket Services Form.
- **TICKET SALES/DISTRIBUTION AT THE EVENT:** Event organizers wishing to sell/distribute tickets at the door of their event should contact Lori Moore, the manager of Ticket Central, to arrange for ticket printing and pick-up.

## **ONLINE TICKET SALES**

Event organizers can indicate on the Ticket Central Ticket Services Form whether or not they wish to make tickets available for purchase online. This option is only available for priced events (not free events).

- Credit cards are the only form of payment for online ticket purchases
- **ONLINE TICKETING USAGE FEES:** Ticket Central will charge the organization requesting online ticketing services 3% of the revenue generated from online ticket sales for credit card usage.
- **ONLINE TICKETING CUSTOMER FEES:** TicketWeb, Ticket Central's online ticket provider, will charge customers a per order fee of \$1.50 and a service charge of 14.5% of the face value of each ticket, with a minimum of \$1.50 per ticket and a maximum of \$3.00 per ticket, for all online orders.
- **WILL CALL PROCEDURES:** You may choose between the following will call options:
  - **HARD TICKETS:** Ticket Central can print hard tickets for all online purchases (ticket stock fee applies, see below). Customers who have purchased tickets online can pick up their tickets at Ticket Central during our regular business hours. All unclaimed tickets will be provided to event organizers on the day/evening of the event.
  - **WILL CALL LIST:** Event organizers can use a Will Call list, provided by Ticket Central, to check in purchasers of online tickets at the door of the event.
- Ticket Central will provide event organizers with the URL to the "online store", which can be posted on the organization's web page for easy access to online ticket sales. Event organizers can email an event/department/organization logo file (gif or jpg) to [ticket.central@nyu.edu](mailto:ticket.central@nyu.edu), and Ticket Central will incorporate the logo into the "online store"

## MARKETING SERVICES

- **LISTSERV:** Ticket Central will announce the event on Ticket Central's Listserv, which reaches over 18,000 NYU students, faculty, staff, and alumni every week.
- **WEB SITE:** Ticket Central will list the event on Ticket Central's web page ([www.nyu.edu/ticketcentral/events.html](http://www.nyu.edu/ticketcentral/events.html))
- **NYU HOME:** Ticket Central will announce the event on NYU HOME, under the Ticket Central channel
- Ticket Central will display promotional materials such as posters, flyers, postcards provided by event organizers to Ticket Central
- All of the marketing services described above are provided free of charge whenever ticketing or box office services are purchased from Ticket Central. All publicity announcements will be made at the discretion of the Ticket Central staff, using event information and descriptions provided by event organizers on the Ticket Services form or other contact with the Ticket Central manager. Event organizers can elect to waive these services by speaking with the Ticket Central Manager.

## FEES AND PAYMENT

Fees for ticket services will be deducted from ticket sales revenue. The remaining funds will be transferred to the NYU account specified on the Ticket Central Ticket Services Form in the same calendar month of the event. Payment by check can also be arranged.

Ticket Central will provide event organizers with a detailed sales report within a week after the event.

Service/Product	Fee
Set up charge for ticket printing and/or online ticketing	\$50.00 per event
Box office charge for ticket sales and accounting functions	\$50.00 per event
Ticket stock charge for priced events	\$0.20 per ticket sold / consigned / printed
Ticket stock charge for free tickets	\$0.10 per ticket distributed
Advertising of event in Ticket Central's newsletter, listserv, website, etc.	No Charge
Online credit card usage fee	3% of online sales revenue
Surcharge for event tickets with a price greater than \$15.00	3% of box office sales revenue
Extended box office hours	\$50.00 per hour or part thereof

- The set up fee for ticket printing will be assessed for all events. The box office fee will only be assessed to events for which tickets are sold at the Ticket Central box office; it will be waived for free events.
- The ticket stock fee is \$0.20 per ticket sold at Ticket Central. This includes tickets printed for consignment, and tickets printed for online purchases. The ticket stock fee is \$0.10 per ticket printed for free and VIP tickets.
- The online credit card usage fee is 3% of online sales revenue. This fee will only be assessed on organizations requesting online ticketing services. Event organizers can indicate on the

Ticket Central Ticket Services Form whether or not they wish to make tickets available for purchase online.

- There is a 3% surcharge on revenue for sales of tickets purchased at the box office with a price greater than \$15.00, which reflects the cost of credit card transaction fees on higher priced tickets.

#### **CONTACT INFORMATION**

- If you have questions about these ticketing procedures or need help filling out the Ticket Central Ticket Services Form, please contact Lori Moore, Ticket Central's Manager, at 212-998-4421.

NYU Ticket Central  
566 LaGuardia Place  
(Side Entrance of the Kimmel Center)  
(212) 998-4941  
(212) 995-4961



**TICKET SERVICES FORM FOR DEPARTMENT EVENTS**

*This form MUST be submitted to Ticket Central at least 3 weeks prior to event.*

If you have questions regarding how to fill out the form, please contact Lori Moore, Ticket Central Manager, at 212-998-4421.

TODAY'S DATE: \_\_\_\_\_

DEPARTMENT NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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**EVENT INFORMATION**

*Please include all the event information exactly how you would like it to appear on printed tickets.*

DAY AND DATE OF EVENT: \_\_\_\_\_

TIME OF EVENT: \_\_\_\_\_

SPONSORS: \_\_\_\_\_

NAME OF EVENT: \_\_\_\_\_

NAME OF VENUE: \_\_\_\_\_

ADDRESS OF VENUE: \_\_\_\_\_

ADDITIONAL EVENT DETAILS/INFORMATION TO BE PRINTED ON TICKET:

\_\_\_\_\_  
\_\_\_\_\_

DESCRIPTION OF THE EVENT (Please include, if available, the URL of the event or sponsor's web site):

\_\_\_\_\_  
\_\_\_\_\_

Check here if you do not want Ticket Central to publicize this event.

THIS EVENT IS:  For NYUCard holders only  For any college student w/ID  Open to the Public  
 Other (please indicate): \_\_\_\_\_

## TICKET SALES INFORMATION

Please enter ticket information in the boxes below.

Ticket Type	Advance Ticket Price	Day of Event Ticket Price	Quantity to put on sale at Ticket Central	Quantity to hold for consignment	Ticket limit per customer
<b>NYU ID</b> (NYU ID required)					
<b>Guest</b> (NYU ID not required)					
<b>Other</b> (please specify)					
<b>VIP / Complimentary Tickets</b> (use only if tickets above are not FREE)	\$0.00	\$0.00	0		n/a

Please indicate the maximum number of tickets to be offered for this event: \_\_\_\_\_

Consignment and VIP/Comp tickets are pre-printed at Ticket Central and can be picked up approximately one week after the submission of this form for your department to sell/distribute offsite.

I wish to offer tickets online for this event. I have read the document entitled "TICKET PROCEDURES FOR DEPARTMENT EVENTS" and understand online ticketing procedures. I acknowledge that my organization is responsible for the credit card usage charge of 3% of online tickets sales revenue.

I wish to offer group tickets for this event. I understand a group order is an order greater than the limits specified above. Group tickets may only be purchased by a representative of a group of NYUCard holders with valid ID.

## TICKET SERVICES FEES

Fees for ticket services will be deducted from ticket sales revenue. The remaining funds will be transferred to the NYU account you specify.

Service/Product	Fee
Set up charge for event ticketing	\$50.00 per event
Box office charge for ticket sales and accounting functions	\$50.00 per event
Ticket stock charge for priced events	\$0.20 per ticket printed
Ticket stock charge for free tickets	\$0.10 per ticket distributed
Advertising of event in Ticket Central's newsletter, listserv, website, etc.	No Charge
Online credit card usage fee	3% of online sales revenue
Surcharge for event tickets with a price greater than \$15.00	3% of box office sales revenue
Extended box office hours	\$50.00 per hour or part thereof

ACCOUNT #: \_ \_ \_ \_ - \_ \_ - \_ \_ \_ \_ \_

NAME OF PERSON AUTHORIZED TO TRANSFER FUNDS: \_\_\_\_\_

I have read the information on the front and back of this form carefully and agree to its terms.

Your Signature: \_\_\_\_\_