

18 – 28 March 2021

## TICKETING INFO PACK

Kia ora Fringe Artists!

We've created this Ticketing Info Pack to outline vital info for every artist with a ticketed event. It explains what we take care of here at Fringe and what you need to do for your event.

### ADVANCE TICKET SALES

ALL ticketed events must sell advance ticket sales via our ticketing partner – Eventotron. If your venue has a contractual obligation to use another ticket provider, you may apply in writing for an exemption to this condition. **We have loaded your event and ticket prices into our website according to your registration information that you entered in Eventotron.**

- All advertising materials should direct audiences to [dunedinfringe.nz](https://dunedinfringe.nz) for ticket sales.
- You choose if/when advance ticket sales close prior to your show start time
- You have the ability to print a 'door list', or use the Eventotron Door Tool to scan audiences in – see below for more details.

#### Where can your audience buy Advance Ticket Sales?

- **Online:** [dunedinfringe.nz](https://dunedinfringe.nz)
- **In-person:** tickets can be purchased from our Festival box office located at Fringe HQ – 26 Princes Street, Dunedin. **Box Office Opening Times:**
  - 11 February to 17 March – 10am to 5pm (Monday to Friday)
  - 18 March to 28 March – 11am to 6pm (Monday to Sunday)We accept cash, Eftpos and credit card payments.
- **Phone:** tickets can be purchased over the phone by calling 03 4773350. This service is available Monday to Friday from 10am – 5pm.

#### How to track your event's Advance Ticket Sales:

To access your advance sales information log into Eventotron: <https://eventotron.com/login.php> and go to your Dunedin Fringe 2021 event.

Once you have logged in, click on the '[Venue name] Dates, Times & Prices' tab on the left hand side – your event sessions should now appear, with an overview of each session's sales, holds and how many more tickets are available for that session.

Click the MORE button to see the list of sales, ticket holds, comp tickets issued, and to access the Door Tool.

If you have any questions, contact Katrina at [info@dunedinfringe.nz](mailto:info@dunedinfringe.nz), or give us a call 03) 4773350

### KOHA/DONATION SHOWS: SECURED ENTRY ADVANCE TICKET

After feedback from artists and audiences, we introduced a \$3 Secured Entry Advance Ticket (S.E.A.T) as a way of offering audiences the chance to secure a spot to your koha/donation entry show.

The idea behind this ticket option is that it gives an audience member the security of having a ticket (and as a result- a reserved seat) at a very low cost and they can then make their koha or donation at the venue before or after the show.

If you have selected this option, it is good for you to be aware that this is just a method for your audience to book a place, and is not considered the donation for your work. You may wish to communicate this with your audience. **\$3 S.E.A.T Ticket is a form of advanced sales, & booking fees**

18 – 28 March 2021

## TICKETING INFO PACK

apply.

### DOOR SALES & FRONT OF HOUSE

**All events must sell tickets on the door unless tickets have sold out via advance sales.**

**It is your responsibility to manage all aspects of your Door Sales and Front of House.**

\*If your show is at the Emerson's Festival Theatre, then your FOH will be coordinated by Fringe staff and volunteers.

\*Venues that have registered in Eventotron have access to the Door Tool, but it is your responsibility to coordinate with your venue how you manage your Front of House.

#### **Eventotron Super Simple Box Office Door Tool:**

There are a few ways to check in your audience who have purchased presale tickets online with the Eventotron Super Simple Box Office Door Tool.

At its most basic it simply provides a list of ticket numbers ('door list') to print off and manually check-in. You can also use a tablet, phone or laptop and 'click' people in. Finally, if you have a reasonably modern smartphone, you can scan attendees' tickets (each ticket has a unique QR code on it) from their phone screens or printed tickets. This is the quickest and most reliable way to admit your audience.

If you **Print a door list to check off your audience members as they arrive**, we recommend you click 'stop sales' before you print the list (for example just before your Front of House doors open). This will prevent tickets being sold online between printing your list and the event starting.

You can **use the Eventotron checkin tool**, where you can either 'click' people in by cross referencing their ticket number with the ticket number on the doorlist on your phone, tablet or laptop OR you can activate the QR reader and scan the unique QR code on each ticket (The audience can present this on their phone screen, or on a printed ticket). If you use this tool, you do not *need* to stop sales as you will have an up to date door list at all times.

\*By default we will automatically prevent further ticket sales shortly after your event has started.

**\*\*More information on using the Eventotron Door Tool and Checkin tools will be available separately.**

#### **Things to Consider:**

- **Box Office Front of House** – if you don't have a managed venue with Front of House staff, ensure that you have reliable friends or volunteers ahead of time to manage your door sales and Front of House. These people should have a good understanding of the different ticket types available, and be ready to answer any questions about your event. Front of House should also be aware of Artist Passes that may be presented to your event (see info below).
- **Petty Cash Float** – Ensure you have a cash float with the appropriate denominations needed to give audience members change.
- **Accessibility** – If you indicated your event venue has wheel-chair accessibility, please ensure that you have a solid plan in place for this. An audience member in a wheelchair must be

18 – 28 March 2021

## TICKETING INFO PACK

able to safely and easily enter the venue of their own accord for a venue to be considered 'accessible'.

- **Ticket Stubs / Stamps** – you may want to invest in ticket stubs or stamps as a way of keeping track of which audience members have paid on the door, especially if audience members are entering and exiting your venue before the event starts.
- **Venue Capacity** – to ensure you don't sell over your capacity make sure that you and your box office volunteers are 100% certain of your venue capacity.
- **Handy items** for a box office include a cash box, pens & paper, calculator, torch, signs such as 'sold out' and ticket prices etc, and a tablet, laptop or smartphone.

### TICKET FEES

#### Audience Ticket Fees:

There is a BOOKING FEE for your audience when they buy advance ticket sales online or at the Fringe Box Office (Fringe HQ) and these are detailed below.

Ticket Price	Booking Fee
\$1- \$30	\$1.50 per ticket
\$30.01+	\$2.50 per ticket

#### Artist Ticket Fees:

There are 0 fees on tickets for artists/ promoters, so the revenue from every ticket sold to your show goes directly to you.

### TICKET REVENUE SETTLEMENT

\*Events with advance sales sold through Eventotron will be paid the ticket sale gross income at the completion of their season or the Festival. Please note processing of ticket income may take several days – please contact Katrina at [info@dunedinfringe.nz](mailto:info@dunedinfringe.nz) with any questions.

\*Events hiring the Emerson's Festival Theatre will receive a settlement from Fringe.

\*International artists will receive their revenue from Fringe, but in some cases international transfers incur a transaction fee for both the artist and Fringe. In such cases it is advisable to include the Artist Bond refund with the ticketing settlement, which requires you to complete the post-Fringe artist survey before pay-out is made – contact us with any questions.

### ARTIST PASSES

All registered events receive a limited number of Artist Passes for performers and key personnel. All artist passes will feature the name of the holder and are not transferable to any other person. To request Artist Passes for your team – please add the names and the position (EG: actor, producer) to your Dunedin Fringe Eventotron dashboard in the Artist Pass Section by **Monday, 8 March at 5pm**. These may be collected from Fringe HQ on or after **Mon 15 March**.

The Artist Pass gives the holder entry to **any** show at the **Concession Ticket Price** for door sales only (not for advance ticket sales). The Artist Pass also gives **free** standby entry to **selected** shows once all paying members of the public have entered and only if seats are available. Artists seeking standby entry must stay well clear of the theatre entrance, be respectful of paying audience members and obey the instructions of box office staff at all times.

18 – 28 March 2021

## TICKETING INFO PACK

To find out which events offer the artist standby option look for the 'star symbol' displayed next to the show's "art form" in the printed guide.

### CONCESSION RATES

A concession ticket refers to any ticket buyer other than a full-price adult ticket. This often includes students, seniors, unwaged or low income, care companions and children. Dunedin Fringe has a principle of not asking for identification or proof for this ticket type and works on a trust-basis. It is up to you how you manage this process at your Front Of House but we recommend you have a clear policy one way or another and ensure all of your team are aware of this and that they enforce it with consistency.

### COMPLIMENTARY TICKETS

**Festival Comps:** A number of complimentary tickets will be allocated for the Festival and these will be used as tickets for judges, media, staff, volunteers and festival supporters and sponsors. We will place these on hold in Eventotron, and will distribute them. On the day of the show, we will release any un-claimed holds back into the ticketing pool 2 hours prior to your show start time.

The number of complimentary tickets allocated for the festival is computed as follows:

- For events selling **more** than 50 tickets per show = 10% of each of your first two shows and **four** tickets to every show thereafter.
- For events selling **less** than 50 tickets per show = 10% of each of your first two shows and **two** tickets to every show thereafter.

**Your Comps:** You may have promised some comps to your important people and now is the time to let us know how many holds you want for them. Once we have assigned the holds to your show, **you will be able to issue comps to your peeps from the holds**. Please email Katrina at [info@dunedinfringe.nz](mailto:info@dunedinfringe.nz), with the total number of holds per session, and at what stage you would like undesignated holds to be released back into the ticketing pool from this set of options: 15mins, 30mins, 1hr, 3hrs, 6hrs, 12hrs, 1day, or 2 days prior to the session start time.

**Please email us regarding your holds as soon as possible, as tickets could sell out any time from now!**

### DISCOUNT CODES & GROUP DISCOUNTS

You have already indicated (in your Eventotron dashboard) whether you want to offer a group discount ticket price. If you need a reminder of the group discount you are offering, log in to your Eventotron dashboard, and look in the *Ticketing* section OR contact us. You can promote this discount with your marketing.

If you wish to add a **discount code** that you can hand out to your subscribers or friends, please email Katrina at [info@dunedinfringe.nz](mailto:info@dunedinfringe.nz), and **allow at least one working day for this to be activated**.

### ONLINE / VIRTUAL SHOWS TICKETS

Ticketing for online shows is the same as for In Real Life shows - except that we are not offering a

18 – 28 March 2021

## TICKETING INFO PACK

concession price.

If you wish to collect donations for your online show rather than charging a ticket fee, you need to provide a link to a platform like Paypal or Stripe where you have set up a donation collecting button. We will embed that donation link with your show. Please send link to Katrina at [info@dunedinfringe.nz](mailto:info@dunedinfringe.nz)

### COVID-19 CAPACITIES

If NZ goes from Alert Level One to Alert Level Two at any stage in the lead up to, or during Dunedin Fringe 2021, we will need to change the capacity of your venue, and therefore limit ticket sales in accordance with the capacity. For detailed information on this, please refer to the [Dunedin Fringe Covid-19 Resources document](#)

### TICKETING ADMINISTRATION

We will be managing your Eventotron ticketing as the Promoter of your show, so all enquiries should come through us as a first port of call. If you need to change anything with your tickets, or advise an audience member, please get in touch with Katrina at [info@dunedinfringe.nz](mailto:info@dunedinfringe.nz)

### DUNEDIN FRINGE TICKETING TERMS & CONDITIONS

FYI when an audience member purchases a presale ticket they agree to the [Dunedin Fringe Ticketing Purchase T&C's](#). Feel free to reference these if you are having any issues with an audience member, using your own discretion. (Your venue may also have their own Terms and Conditions.)

We are committed to protecting both your personal information as well as our audiences', as outlined in our [Privacy Policy](#).

### TICKETING DOING YOUR HEAD IN?

CALL US!

We can assist and advise you on all things ticketing...

Katrina Thomson  
Administrator  
03 477 3350  
[info@dunedinfringe.nz](mailto:info@dunedinfringe.nz)