

14 – 24 March 2024

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.

Online Ticket Sales

ALL ticketed events must sell tickets via our ticketing partner – Super Simple Box Office. If your venue has a contractual obligation to use another ticket provider, you may apply in writing (tickets@dunedinfringe.nz) for an exemption to this condition. Your event listing and ticket prices will be listed on the Dunedin Fringe website according to the event registration information that you entered in Eventotron.

- All advertising materials should direct audiences to dunedinfringe.nz for ticket sales.
- You choose if/when online ticket sales close prior to your show start time.
- Use the Eventotron Door Tool to print a 'door list', or to scan audiences into your event– see below for more details.

Where Can Your Audience Buy Tickets?

Online: Audiences will be able to purchase tickets at dunedinfringe.nz. You can share the unique URL of your event page with your audience.

In-person: Tickets can be purchased from our Festival box office (opening times TBC). We accept cash, Eftpos and credit card payments.

Ticket Fees

Audience Ticket Fees: There is a BOOKING FEE for your audience when they buy tickets 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 (insider charges): There are \$0 fees on tickets for artists/ promoters, so the revenue from every ticket sold to your show goes directly to you. Yay!

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How To Track Your Event’s Online Ticket Sales:

To access your sales information, log into Eventotron and go to your Event. Make sure you are in the Dunedin Fringe 2024 tab.

- Click on the ‘[Venue name] Dates, Times & Prices’ tab on the left-hand side of your dashboard. Your event sessions will appear, with an overview of each session’s sales, holds and how many more tickets are available for that session.
- Click the DETAILS button to see the list of sales, ticket holds, comp tickets issued, and to access the Door Tool.

Ticket Sales: If you're selling tickets, this is where you can track sales, issue comps, launch the Door Tool, and see the expand. Check out Super Simple Box Office For Event Managers document for more help, or get in touch with us info.

Capacity: If you're selling tickets, it's important to provide the correct capacity of your event to indicate how many tickets have a standard capacity. However, if your capacity is smaller, please change the capacity when you add 'performance'.

Online Shows: When you add your Streaming or Archive session times and prices, you can add your video link or embed you first set up, you can come back and add it later. Just click the red video camera icon.

Date	Time	Length	Price	Concession:
Thu 21st Mar	6:00 pm	1hr	Free	<p>Tickets Sold:</p> <p>Income: \$ 0.00</p> <p>Available: 120 / 120</p> <p>Details</p>

Issue a Comp or Reservation **Email Attendees** **Door Tool**

IMPORTANT! Audience contact details are visible only if the audience member had opted in to be contacted by you. Please note that

Door Sales

All events must sell tickets on the door unless tickets have previously sold-out via online sales. **It is not the Festival’s responsibility to manage any aspects of your door sales, although we may be able to source volunteers to assist** if you let us know before the Dunedin Fringe Volunteer Coordinator’s deadline (to be advised). The Door List provided by Eventotron Super Simple Box Office (SSBO) will enable your Front of House personnel to work out how many seats are available to sell on the door.

Super Simple Box Office Door Tool

Here you’ll be able to launch your Door List and Check-In Tool; email the Door List to your Front of House staff; print the Door List; and use the QR code scanning tool to admit audiences.

Find the Door Tool in Eventotron, in your ‘[Venue name] Dates, Times & Prices’ tab.

- Click the DETAILS button
- Click the DOOR TOOL button

Ticket Sales: If you're selling tickets, this is where you can track sales, issue comps, launch the Door Tool, and see the expand. Check out Super Simple Box Office For Event Managers document for more help, or get in touch with us info.

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How To Stop Sales Prior To Your Event Start

You can stop online sales any time you like, by heading to the Eventotron Door Tool, and clicking Stop Sales.

A good rule of thumb is to stop sales when your Front of House staff are ready to sell tickets on the door.

If you're printing the Door List, make sure you stop sales just before you print it.

You don't have to print the door list –

- If you have a phone or tablet, you can admit your audience by scanning their tickets;
- Or, you can check them in on your computer using the check in button beside each audience member name.



We don't recommend stopping sales more than 30 minutes to an hour before your start time, because audiences trying to purchase last minute tickets online will see a *Sold Out* message, whether your event is sold out or not.

Check out the [Super Simple Box Office For Event Managers Document](#) for more instructions.

Front of House

Things to Consider:

- Front of House – if you don't have a managed venue with Front of House staff, ensure that you have reliable friends or volunteers to manage your door sales. 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 personnel should also be aware of Artist Passes that may be presented at your event (see info below).
- Venue Capacity – to ensure you don't sell over your capacity make sure that you and your box office personnel and volunteers are 100% certain of your venue capacity.

Ready to check-in your audience?

Here are some tools to help you when it's time to welcome the audience to your event or venue.

First - Stopping Sales We recommend 'Stopping Sales' a suitable time before your performance begins. This will prevent any more tickets being sold through the Festival or Season organiser's online box office and ensure you or your venue know how many tickets you have available to sell on the door.



Second - admitting the audience. You or your venue should always check audience members have a valid ticket. In some regions, it is a legal requirement to know how many people are in the audience at any time. Eventotron's door list and checkin tool can help you with this.

4 ways to access the door list or checkin tool:

1. Click to launch Door list & Checkin Tool.



2. Scan this code to launch the door tool on your smartphone.



3. Email your front of house staff with a link.



4. Download a CSV for other box offices or door tools.



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- 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 able to safely and easily enter the venue of their own accord for a venue to be considered ‘wheelchair accessible’.
- 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.

Concession Tickets

Our kaupapa (philosophy) includes accessibility of the arts for all, and therefore we feel it is important that you offer concession price tickets. A concession ticket refers to any ticket buyer other than a full-price adult ticket. This often includes students, seniors, unwaged or low income, children, and care companions.

Dunedin Fringe has a principle of not asking for identification or proof for this ticket type and works on a trust-basis. It’s up to you how you manage this process at your Front Of House but we recommend you ensure your Front of House personnel understand the application of concession priced tickets.

***Please note** we are not offering Concession tickets for Online Shows.

Koha Events Requiring Pre-booked Tickets

Many Fringe events use an entry by donation system, and feedback from artists suggests it can generate better goodwill and income than a traditional fixed-price ticket. For audiences however, events that offer entry by [koha](#) (donation) can mean they have no guarantee of getting into an event as it is usually first-in, first-served.

To help with this issue, you can select the option of offering a \$3.00 pre-booked ticket, which will be sold like any other ticket through Super Simple Box Office. This gives the audience member the security of having a guaranteed entry at a very low cost, and they can then make their [koha](#) (donation) at the venue before or after the show. It’s important to communicate with your audience that this is just a method for your audience to book a place, and is not considered to be a donation for your work. When you set up your sessions in the Venue section, select ‘Donations & Paid in Advance’ in the Tickets drop-down menu.

Promo Codes

You can choose to offer promotional priced tickets (eg: two for one, or 20% off). You can indicate what your promo code is and what discount to offer when you are registering in the Ticketing section of your Eventotron dashboard. If you want to add a promo code at a later date (after your registration has been finalised), you can email tickets@dunedinfringe.nz and allow at least one working day for it to be activated.

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Festival Comps

Every registered event must set aside complimentary tickets to the Festival office to the amount of 10% of each of their first two shows and four tickets to every show thereafter (exceptions will be made for venues with extremely small capacities). The Festival will use these tickets for judges, media, staff, volunteers, and festival supporters and sponsors. We will put these tickets on hold and allocate them. In the event that we don't require our allocation of held tickets, they will be released back to the ticket pool to sell.

Your Comps

You can issue your own comps and reservations from ticket holds within Eventotron. **We have put 10 tickets on hold for you** (shared across all your event sessions). You can allocate comps from these "Event Manager / Artist Holds". If you do not allocate any comps from the holds, they will be released back into the ticketing pool for sale one day prior to the session. If you want us to release these holds earlier, get in touch. If you want more tickets on hold, let us know how many and for which session(s). Email tickets@dunedinfringe.nz. See more information on how to issue comps in the [Super Simple Box Office For Event Managers Document](#).

Fringe Benefits

Purchasers of the Fringe Benefits Card will be entitled to a 10% discount off pre-sale tickets to all Fringe events (off their own ticket only).

Free Entry For Artist Pass Holders

If you have selected this option to offer free standby-entry to Artist Pass holders during registration, artists may come into your event for free once all paying members of the public have entered and only if seats are available.

Audience Contact Details

All ticket purchasers will be shown our [Privacy Policy](#).

By default, their contact details won't be shared with you the artist/event producer, but when they purchase their tickets they will be given the choice to opt-in to share their contact details with the artist/event producer, in which case you'll be able to see their contact details for any future promotion.

Door Tool T&Cs

This tool should be used exclusively for the purposes of admitting audience members to a specific performance. It is an offence under the NZ Privacy Act 1993, and associated amendments, to use this information for any other purpose including, but not limited to, personal communication, marketing or solicitation.

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Settlement

Money from advance sales will be held by the Stripe payment platform until one week after your final event. We will organise settlement to be paid to your nominated bank account, and will send you remittance advice- unless the event was cancelled, in which case the purchasers will be refunded.

Got any questions?

We're here to help! If you have any ticketing questions, please reach out to:

Katrina Thomson

Operations Manager

tickets@dunedinfringe.nz

+64 (03) 477 3350

