

# Tickets

LAST UPDATED

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With other members of the event planning team...

## **DEVELOP GOALS FOR YOUR EVENT:**

- Why are you selling tickets?
- What **income** has been **budgeted**?
- How many **seats** are available?
- How many of these seats will be **complimentary** or **free**?
- What **price** for remaining tickets will guarantee meeting budgeted income?
  
- Will **student** or **child** tickets be less expensive?
- How soon is the **revenue** from ticket sales needed?

**NOTE: REVENUE FROM TICKET SALES SHOULD BE USED FOR EXPENSES GENERATED FROM YOUR EVENT. ANY REVENUE LEFT AFTER ALL EXPENSES HAVE BEEN COVERED MUST REMAIN IN YOUR UNIVERSITY ACCOUNT AND USED ACCORDING TO EDUCATIONAL ACTIVITY GUIDELINES. EDUCATIONAL ACTIVITY FUNDING CANNOT BE USED FOR THE PURPOSE OF RAISING MONEY FOR YOUR ORGANIZATION OR ANY OTHER ORGANIZATION.**

**DESIGN TICKETS**—include event title, time, location, & cost. (Some facilities require tickets to be numbered.)

## **MAKE ARRANGEMENTS FOR PRINTING OF TICKETS:**

- Get estimate of cost from OSU Printing
- Generate Purchase Request for amount
- Complete Printing order form
- Deliver originals to OSU Printing, with PR—**4 weeks prior to date of ticket sale** (The number printed should be the exact amount of seating available.)

## **DETERMINE HOW TO ACCOUNT FOR TICKETS:**

The number of **student, community, child, and complimentary tickets** *must* be reported on the Post-Event Audit. [Helpful hint! When inviting guests, send an invitation and ask them to RSVP by picking up their complimentary ticket at the sales booth at least three days prior to the event.]

**Free food events: Tickets must be produced for each person attending.** People without tickets may not be served.

## **DETERMINE HOW TO SELL TICKETS:**

- Members may be responsible for pre-selling tickets to family and community members.
- Members should sign out exact tickets taken on an accounting sheet
- Members should turn in all unsold tickets before sales begin at MU ticket booth  
[Only 50% of all available tickets may be pre-sold to family and community. 50% **must** be made available to OSU students. Tickets remaining after pre-sale are made available at the door to both students and community.]
- Members may sell tickets at a MU distribution center and/or at the door on the night of the event.
- Reserve space for ticket sales with MU
- We recommend scheduling ticket sales for 3 days two weeks before the event and 3 days the week of the event.

## **SELL TICKETS:**

### **MU Distribution Center, beginning 2 weeks before event:**

- Sign up members to staff the ticket-sales booth
- Pick up cash box **each day** at MU Business Office
- Keep all money in cash box
- Record number of sales for each category of ticket: complimentary, student, etc.
- Count money at end of each ticket-sale day
- Complete MU deposit slip
- Deposit money at MU Business Office
- Reconcile money collected (deposit) with number of tickets sold (They should match!)

### **Day of the event:**

- Assign member to account for **all** ticket sales once sales are completed
- Pick up cash box at MU Business Office
- Keep all money in cash box
- Reconcile **tickets received at the door** (Make sure that money taken in = value of tickets sold.)
- Record number of sales for each category of ticket: complimentary, student, etc.
- Count money
- Complete MU deposit slip
- **Deposit money at MU Business Office—No later than 1 hour before the business office closes. MUBO is open until MIDNIGHT on Fridays & Saturdays and 11:00 p.m. on other days.**
- Reconcile all money collected (deposit) with number of tickets sold

## **COMPLETE ALL ACCOUNTING (total deposits, ticket sales, and other information)**

- Document attendance at event (Have someone count people *and* tickets sold.)
- Count number in each ticket category (complimentary, student, child, community) for entire event
- Record total deposit amount and reconcile with tickets sold
- Go back over all records, daily deposits, and ticket reconciliation.

## **COMPLETE POST-EVENT AUDIT FORM!** (Ask your advisor if you need help.)

## **WRITE A REPORT FOR HISTORICAL DOCUMENTATION—Next year's group will want to know what you did!**