

# NYUTicketCentral

A Division of **NYU Campus Services**

60 Washington Square South, Room 206  
(212) 998-4941  
(212) 995-4961 (fax)

## TICKET PROCEDURES FOR DEPARTMENT EVENTS

To request ticketing services, please fill out the Ticket Services Form, and fax it to Ticket Central. The form is due no later than 3 weeks prior to the event. The Ticket Services Form must be filled out in its entirety. Ticketing services cannot be arranged without a completed form. To download the appropriate form for your office or department, visit [www.nyu.edu/ticketcentral/ticket.services/event.ticketing.html](http://www.nyu.edu/ticketcentral/ticket.services/event.ticketing.html).

### TICKETING OPTIONS

Use the Ticket Services Form to request ticket printing for 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 free 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 TICKET SALES AND DISTRIBUTION

- **ADVANCE SALES:** Event tickets will go on sale at the NYU Ticket Central box office about one week after the submission of the Ticket Services Form. Alternatively, event organizers can arrange a specific on sale date with the manager of Ticket Services. Ticket Central will sell tickets at the advance ticket price during its regular business hours, which are currently Tuesday – Saturday, noon – 6pm. Customers can pay for tickets with cash, campus cash or credit card.
- **GROUP SALES:** Ticket Central can accommodate group sales – ticket quantities greater than the ticket limit you specify on the form. Ticket Central will honor group ticket request only if this option is ticked off on the Ticket Services Form.

- **DISCOUNTS, TICKET PACKAGES, SPECIAL PRICING:** Ticket Central can help you arrange special ticket discounts/coupon codes, as well as ticket packages for events within a series. Please contact Lori Moore, Manager of Ticket Services, at 212-998-4421 to request special ticket pricing.
- **ON-SITE BOX OFFICE SERVICES:** To request on-site box office service for the day of your event, contact Lori Moore, Manager of Ticket Services, at 212-998-4421 or use the appropriate space on the Ticket Services Form. On-site office hours must be requested at least 2 weeks before the event date. The first 90-minutes of on-site box office services is \$100.00. Each half-hour of on-site service beyond 90-minutes is \$25.00.
- **CONSIGNMENT OF UNSOLD TICKETS:** Event organizers wishing to sell/distribute tickets at the door of their event should contact Lori Moore, the manager of Ticket Services, to arrange for ticket printing and pick-up of the unsold tickets on the day of the event.

## ONLINE TICKET SALES

Event organizers can indicate on the Ticket Services Form whether or not they wish to make tickets available for purchase online.

- Credit cards are the only form of payment for online ticket purchases
- **ONLINE TICKETING CUSTOMER FEES:** To cover the expense of provider fees, customers will pay a convenience fee for each ticket purchased online according to the following schedule:

≤ \$7	\$1.50
\$8-\$15	\$2.00
\$16-\$20	\$2.50
\$21-\$25	\$3.00
\$26-\$30	\$3.50
\$31-\$35	\$4.00
\$36-\$40	\$4.50
\$41-\$50	\$5.00
\$51 ≤	\$5.50

- **WILL CALL PROCEDURES:** You may choose between the following will call options:
  - **HARD TICKETS:** Ticket Central will print hard tickets for all online purchases. Customers who have purchased tickets online can pick up their tickets at Ticket Central during 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.services@nyu.edu](mailto:ticket.services@nyu.edu), and Ticket Central will incorporate the logo into the "online store."

## PRESS, MARKETING AND PUBLICATIONS POLICIES

Consistent and clear ticketing information will be a factor in the success of your event. For that reason, you are required to display the appropriate **Ticket Information Lockup** in all promotional materials. A

Ticket Central representative will email event organizers an appropriate lockup once the Ticket Services Form is received.

Promotional materials includes everything printed, web or email-based announcing your event.

Lockups must retain proportions (never to be distorted) and always placed over one solid color, never over a busy image. When placed over a dark background, a knockout white version should be used. Lockups are available to download at [www.nyu.edu/ticketcentral/ticket.services/event.ticketing.html](http://www.nyu.edu/ticketcentral/ticket.services/event.ticketing.html).

Use of **Ticket Information Lockups** on promotional materials **must be approved by the Ticket Services Manager** before printing or publishing to the web. Please send materials to [ticket.services@nyu.edu](mailto:ticket.services@nyu.edu) for approval.

## MARKETING SERVICES

The marketing services described below are provided free of charge whenever ticketing or box office services are purchased from NYU 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 Manager. Event organizers can elect to waive these services by checking the appropriate box on the Ticket Services Form.

- **LISTSERV:** Event details will be announced on Ticket Central's Listserv, which reaches over 25,000 NYU students, faculty, staff, and alumni every week.
- **WEB SITE:** Event listing on Ticket Central's online calendar: [www.nyu.edu/ticketcentral/campus.events](http://www.nyu.edu/ticketcentral/campus.events)
- **NYU HOME:** Event listing on NYU HOME, under the Ticket Central channel
- The Ticket Central box office will display promotional materials, such as flyers or postcards provided by event organizers.

## FEES AND PAYMENT

Unless otherwise agreed to in writing, 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 Services Form 1-2 weeks after the event.

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

Box office package for priced events:	
Set up, ticket sales, accounting functions, ticket printing (up to 250 tickets)	\$150.00
Per ticket fee (after 250 printed tickets)	\$0.25
Credit card usage fee	4%
90 minutes of "on-site" event service	\$100.00
Extended "on-site" event service	\$25.00 per half-hour

Box office package for free events:	
Set up, ticket printing and distribution (up to 400 tickets)	\$100.00
Per ticket fee (after 400 printed tickets)	\$0.25
90 minutes of "on-site" event service	\$100.00
Extended "on-site" event service	\$25.00 per half-hour

## CONTACT INFORMATION

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

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## 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, Manager of Ticket Services, 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:

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

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☐ 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	"Door" 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 by 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.

**WILL CALL OPTION FOR ONLINE SALES (choose one):** ☐ Hard Tickets ☐ Will Call list

☐ I wish to offer group tickets for this event. I have read the document entitled "TICKET PROCEDURES FOR DEPARTMENT EVENTS" and understand group ticketing procedures.

REQUEST FOR "ON-SITE" BOX OFFICE OPERATION: \_\_\_\_\_

Use this space to request box office service at the event venue on the day of the event.

## 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. If your event is sponsored by an All-Square Club, please indicate this in the area provided below.

Box office package for priced events:	
Set up, ticket sales, accounting functions, ticket printing (up to 250 tickets)	\$150.00
Per ticket fee (after 250 printed tickets)	\$0.25
Credit card usage fee	4%
90 minutes of "on-site" event service	\$100.00
Extended "on-site" event service	\$25.00 per half-hour

Box office package for free events:	
Set up, ticket printing and distribution (up to 400 tickets)	\$100.00
Per ticket fee (after 400 printed tickets)	\$0.25
90 minutes of "on-site" event service	\$100.00
Extended "on-site" event service	\$25.00 per half-hour

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: \_\_\_\_\_