SECTION 12: TICKET PROCEDURES AND PRIORITIES

OFFICE POLICIES
1. Box Office personnel are most often the first impression carriers of a facility. Customer service and satisfaction are a must. At the same time, it is essential that the ticket staff hold firm to established policies and procedures relative to seat selection, sales and delivery of tickets.

2. Ticket sales are an important revenue stream for the program.
   a. The ticket office will not process any request for complimentary admission unless it has been approved by the Athletic Director. All requests for complimentary tickets must be forwarded in writing to the Athletic Director for review and signature approval.
   b. For those sports where admission is charged for home competitions, there are established restricted numbers per student-athlete and coach or support personnel. The Head Coach is responsible for reviewing all team lists prior to forwarding to the ticket office to assure compliance with the established policies.

3. The box office hours are Monday-Friday 8:30am to 5pm. The main box office is equipped to accept MasterCard, Visa, and Discover payments for all athletic event tickets.

PLANNING CALENDAR
1. The process of creating, printing and distributing tickets is a lengthy and deliberate process. Accountability is essential to assure a clear auditing of tickets printed and sold. All publications for individual, season and group ticket sales must be developed and approved by the Athletic Director. For questions concerning the planning calendar contact the ticket office.

PRIORITY
1. Priorities
   a. Donors
   b. Season ticket holders
   c. Marketing and Promotions

PROCESSING TICKET REQUESTS
1. College and other comp list
   a. Each year the athletic department through the authority of the Director of Athletics provides complimentary ticket allocations for home Football and Men’s Basketball to selected individuals and departments of the College.
   b. Any requests for complimentary tickets beyond the approved designation must be approved by the Director of Athletics. Any request for a complimentary ticket allocation must be submitted in writing to the Director of Athletics.
2. Staff Tickets
   a. Each athletic department employee is eligible to receive two tickets for home ticketed athletic events. The tickets are to be used for personal use only. The tickets are considered a benefit and may be subject to a tax liability.
   b. The procedures for allocating and securing staff tickets are provided in the Staff Ticket Policy provided in Appendix 12-A.

3. Marketing and promotions
   a. Tickets distributed based on a written Partnership Agreement are the financial responsibility of the marketing department or the offering unit.
   b. The ticket office will bill the unit, and the price of the ticket(s) must be paid from revenues received as part of the agreement.

4. Recruit Tickets
   a. All recruit tickets will be through a pass list system only. Recruits will not receive a hard ticket, but will receive a ticket stub indicating seat location.
   b. To request admission for prospects on an official or unofficial visit, complete the Prospect Complimentary Admission Form provided in the Compliance Manual. Be aware that for an official visit, admissions are limited to the prospect and parent (legal guardian) or spouse who are with the prospect for the visit. Admissions requests for an unofficial visit are limited to three. Contact the Director of Compliance with questions or concerns.

5. Team Comps ‘Pass List’
   a. All team complimentary or pass list admissions must be processed within departmental and NCAA guidelines.
   b. The Team Pass List Policy is provided in Appendix 12-B. To follow is a brief summary of major points to consider.
   c. A Team Pass List Form, available in Appendix 12-C must be submitted for each competition. Since this list serves as the official list used at the gate, please print or type the Team Comp List Form.
   d. Olympic Sports
      i. For most regular season away competitions there are no complimentary admissions. The only exception is for competitions where the host, through the competition contract, provides for a complimentary ticket allocation. For those sports sponsored by the Colonial Athletic Conference, there are no team pass list admissions for the visiting team at any site.
      ii. For regular season home contest, teams may provide complimentary admissions through a pass list system for immediate family members and friends only. The total allocation per individual is outlined in the Team Pass List Policy provided in Appendix 12-B.
   e. Men’s and Women’s Basketball: Per conference agreement, each team is allocated 75 complimentary admissions through a team pass list for all conference games. The team pass list allocation by individual for both home and away competitions is noted in the Team Pass List Policy.
   f. Football: The complimentary allocation for all football competitions is negotiated through the game contract. The allocation of team pass list
numbers is dictated by the total ticket allocation minus those tickets allocated at the discretion of the Director of Athletics.

6. Team Comps post season
   a. Olympic Sports
      i. For post season competition, Conference and NCAA, there are no complimentary admissions.
      ii. The athletic department will support team pass list requests for immediate family members only. The allocation limits per individual and team are provided in Appendix 12-B. All expenses for these tickets will be directed to the individual sport budget. Team Pass Lists should be prepared in advance and forwarded to the respective sport supervisor for review and approval prior to departure.
   b. Men’s and Women’s Basketball and Football
      i. For Conference and NCAA competitions there is a mandatory purchase program for each institution. The final allocations for each category of individual, student-athlete, head coach, assistant coach and support personnel will be at the discretion of the Athletic Director. Allocations will be established based on the annual contractual agreement. For general guidelines, refer to Appendix 12-B.