

# UC Davis Policy and Procedure Manual

## Chapter 270, Properties Use and Extracurricular Activities

### Section 45, Ticket Sales

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Responsible Department: Campus Events and Visitor Services; Mondavi Center for the Performing Arts

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#### I. Purpose

This section outlines policy regarding ticket sales through the Mondavi Center Ticket Office or the UC Davis Ticket Office, and procedures for ordering event ticketing setup and reporting ticket sales for events held on University property. (Refer also to Section 270-16 for policy regarding sponsorship of events.)

#### II. Definition

Licensee—individual who contracts with and is responsible for the financial obligations of venue rental with the Mondavi Center.

#### III. Policy

- A. Tickets for all events sponsored by or held at the Mondavi Center or offered through the Department of Music or the Department of Theatre and Dance are offered through the Mondavi Center Ticket Office.
- B. All other organizations and units sponsoring events on University property other than the Mondavi Center that are open to the public and charge admission are required to arrange ticket sales through the UC Davis Ticket Office. The UC Davis Ticket Office has the first right of refusal to all non-arts campus events charging admission to UC Davis venues other than the Mondavi Center.

#### IV. Procedures

- A. Mondavi Center
  - 1. Ticketing services
    - a. Arrangement for ticket services must be made at least 1 week prior to the first sale date.
    - b. Tickets must be on sale for a minimum of 2 weeks prior to any event.
    - c. The Director of Ticketing will assist in establishing ticket prices and the variety of price categories and configurations. Once tickets have been placed on sale, there shall be no change in ticket prices. Information on planned give-aways, vouchers, or special promotions shall be supplied to the Director of Ticketing at the time ticketing services are ordered.
    - d. Prior to the first day of sales, the licensee shall provide a short written description of the performance or event, including length of acts or sections, brief plot or synopsis, specific musical repertoire, age appropriateness of performance, biographical data on artist(s), timing of intermissions, approximate running time of performance, and

any other information that would be of benefit to patrons.

- e. Advance notice of all tickets sales shall be provided to donors. General notice of ticket sales (e.g., advertisement by Web, newspaper, radio, email, etc.) shall take place no sooner than 5 days after ticket services have been arranged.
- f. Consignment and/or allocated tickets that are removed from sale at the Mondavi Center Ticket Office to be sold through a secondary location are subject to a one time consignment fee. All remaining tickets must be returned to the Ticket Office 48 hours before the scheduled event for public sale.

2. Reporting ticket sales

- a. A settlement audit shall be available 1 hour following the last intermission of a performance run.
- b. A final, official box office audit will be available at the time of final settlement, within 5 days following the date of the event. The audit shall be accepted to be the same as an accurate accounting of tickets sold and remaining.
- c. If a count of collected ticket stubs is required, it must be requested of the House Manager in advance of the performance.
- d. A preliminary audit can be made available before curtain time.
- e. The final audit of gross monies will reflect sale of consignment tickets. These monies are not paid by the Mondavi Center Ticket Office.
- f. Funds derived from the sale of tickets shall be held in the custody of the University until the performance or event is completed, when final payment is made to the licensee.

3. Cancellations

- a. If the event is cancelled after ticketing arrangements are established, the licensee is liable for a flat fee plus 3.5% of all credit card gross sales at the time of cancellation.
- b. The licensee shall be responsible for advertising the deadline for refunds through all regional media and will be liable for a fee not to exceed 6% of the dollar value of the refunded ticket, excluding the handling fee.

B. UC Davis Ticket Office

1. Computerized tickets

- a. The organization, unit, or promoter sponsoring an event contacts the UC Davis Ticket Office by telephone, email, or in person and completes a specification form for setup of the event in the computerized ticket sales system.
- b. The UC Davis Ticket Office puts the event on sale on the date specified by the sponsor. The tickets may be sold only at the UC Davis Ticket Office or at authorized ticket outlets.

- c. The UC Davis Ticket Office prepares a Statement of Cash Collections (SCC), delivers the deposit to the Cashier's Office, and delivers a copy of the SCC and supporting documentation to Accounting & Financial Services--Internal Control Division.

2. Hardstock tickets

The UC Davis Ticket Office has the option of using rolled ticket stock for events. Rolled tickets are sold at smaller Intercollegiate Athletics events, and can be used at other campus events, where there is no on-site computerized ticketing system.

3. Reporting ticket sales

- a. Within five working days after the event or at the termination of the activity period, the UC Davis Ticket Office creates a report for the event promoter with the following information:
  - 1) Name of performance or event and date(s).
  - 2) Number of tickets sold and total revenue received.
  - 3) Total UC Davis Ticket Office charges broken out by line item.
  - 4) Copies of accounting documents processed.
- b. The Accounting & Financial Services--Internal Control Division audits the reports of each event.

4. Automated ticketing equipment

- a. Automated ticket equipment must meet the same requirements as computerized cashiering systems, described in Section 330-59, II.A.1-4.
- b. Copies of the specifications for proposed purchases of computerized ticketing equipment must be submitted to Internal Audit for review.

**V. Further Information**

Further information may be obtained by contacting the Mondavi Center Administration Office, (530)754-5000, or the UC Davis Ticket Office, (530)752-1915.

**VI. References and Related Policies**

UCD Policy and Procedure Manual (<http://manuals.ucdavis.edu/PPM/about.htm>):

- A. Section 270-16, Fundraising on University Property.
- B. Section 330-35, Credit and Debit Card Merchants.
- C. Section 330-55, Departmental Cashiering Operations.

- D. Section 330-59, Departmental Cashiering Operations—Cashiering Equipment and Physical Security.