



Table of Contents

What is Theatre Wire?	Page 1
Ticket Sales Platform	Page 2
How will my company get paid?	Page 3
At Door Ticket Sales	Page 3
At Door Volunteers	Page 3
Ticketing Policies	Page 4
Customer Service	Page 5

What is Theatre Wire?



Theatre Wire is an initiative from the Vancouver Fringe Theatre Society, the folks who produce the Vancouver Fringe Festival.

We saw a need to create connections between Vancouver's small theatre companies. Our city is a creative powerhouse with brilliant, independent theatre openings practically every week, but it can be difficult to keep tabs on all these companies and their productions. Our vision for Theatre Wire is to be a one-stop shop for independent theatre!

In addition to selling tickets and subscriptions (a.k.a. passes), we want to become a source for theatre lovers, where they can find articles and interviews about local performing arts.



Ticket Sales Platform

We provide our clients with Box Office capabilities online and at the door to ensure continuity throughout the sales process. At door ticket sales include an iPad with our cash and credit card sales application, as well as a float and other supporting materials.

Pricing

There are two different fees depending on the ticket price. In both instances, the submission date is a least 1 month before opening night and the company has to provide us with the following information through our [online form](#):

- Show title
- Venue and seating capacity
- Show dates and times
- Show description
- Ticket prices (taking into account the per ticket fee)
- Show Length
- A high resolution image (square)

Per Ticket Fee

There is no fee to become a Ticketing Client. We do, however, add a surcharge to all ticket sales. This charge is dependable on the Regular ticket price. Please refer to the chart below:

	Ticketing Client (Ticket Price: \$15 and up)	Ticketing Client (Ticket Price: \$15 and below)/Small Festivals
Per Ticket Fee:	\$2.00 SUBMISSION DEADLINE: at least 1 month before Opening Night	\$1.50 SUBMISSION DEADLINE: at least 1 month before Opening Night
Access to your patron mailing list	✓	✓
Your show listed and sold on our website	✓	✓
Print at home and mobile tickets with local box office support	✓	✓
At door ticket sales with cash and credit capabilities	✓	✓



How Will My Company Get Paid?

Company Payouts

Theatre Wire will gather at door and online sales after Closing Night and will issue payment to the Company within two weeks of the final performance. This payment will include a full Sales Report. The breakdown will note sales at each price point including complimentary tickets. Charges for ticketing fees and any other costs will be deducted from the final payout.

If the run of the show is more than two weeks, and on special request, the Company may receive an advance payment on ticket sales mid-run. This advance will not exceed the net revenue for shows completed up to that point.

At Door Ticket Sales

Theatre Wire will provide the Company with At Door sales capabilities. Patrons will be able to pay with cash or credit through our SRO application on our iPads. The Audience Services Manager will ensure that the Company has everything they need for the duration of the run and will train a company representative on how to use the iPad.



Box Office Materials

The Company will be required to sign out an iPad and cash float ahead of time and is responsible for it throughout the entire run of the show.

Theatre Wire will give you everything you need to make the iPad work (portable charger and data). If the iPad (approx. \$450) or other equipment breaks or goes missing, the cost will be deducted from the total Company Payout. Please take good care of them!

As mentioned above, our Audience Services Manager will train you and/or a company representative on how to use the Box Office system ahead of time.

At Door Volunteers

Please ensure that your volunteers are well trained on the iPad and the box office application, as well on the paper work that will need to be filled out nightly to keep track of daily at door cash sales.

If you need help with volunteer recruitment, Theatre Wire is happy to contact our list of 500+ Fringe volunteers and let them know that you need help with your show. They are familiar with the iPad and ticketing software (SRO) and are quite comfortable with ticket sales. They will be happy to volunteer as long as they see the show for free!



Ticketing Policies

Promotional Codes

In addition to a regular ticket price, Theatre Wire can add different price codes such as:

- Preview
- Senior/Student
- Equity/Industry Rate
- 2 for 1
- Discount codes for specific patrons (groups, family and friends, etc.)

Theatre Wire will need this information at least a week prior to tickets going on sale. Please note that no matter what the price code is, Theatre Wire will still add the ticketing fee according to the Regular ticket price.

E-tickets

When a patron buys a ticket online, they receive a confirmation email with their ticket. They should either present it at the venue in printed form or through their mobile device. If a patron shows up without a ticket, you can check the daily Will Call list which you will receive 2 hours before show time. Please give this list to the Ticket Sellers so they can confirm the patron's purchase in the event that they don't bring their e-tickets.

Please make sure that your volunteers double check that pre-sold tickets or pre-booked comps (printed or mobile) have the right date, time, show name, and venue.

Complimentary Tickets

With the exception of Opening Night, complimentary tickets may be pre-booked ahead of time by contacting the Audience Services Manager directly. Make sure you provide the following patron information:

- Name of patron
- Email address
- Date of complimentary tickets
- Quantity

If comps are booked ahead of time, they will be under the patron's name in the Will Call, and a ticket will be sent to their email.

Online sales end two hours before show time. After that, the company will be able to issue complimentary tickets at the door if needed.

Please note: *if complimentary tickets are booked ahead of time and those patrons don't show up, you will not be able to release those tickets at the door on the iPad. If you'd like to be able to release comps at the door, it is best if you handle your own comp list. Please read Held Tickets below for more information.*



Held Tickets

Opening Night

If you're running an opening night where you'd like to comp most of the house, we suggest that you let the Audience Services Manager know how many tickets to hold (block from online sales), and then have a representative of your company at the door handing out tickets, or have a list ready for box office volunteers. This way, if guests cancel last minute, or don't show up, you will be able to re-assign those comp tickets accordingly.

Held Comps

You may also hold a set number of complimentary tickets for each performance ahead of time and have a guest list available at the door. At 15 minutes to show time, the hold will release, and if those tickets have not been claimed, they will become available for sale or to comp someone else.

***Please note:** Any accommodations regarding tickets and comps (online and at the door) must be decided at least 2 weeks before Opening Night. Once the show opens, there will be no last minute changes.*

Pay What You Can (PWYC)

We will not charge the per ticket fee for PWYC performances. However, you will still need to use the iPad on those days so that we can keep track of the house count. There will be a PWYC button available in the system.

Reports

Sales Reports

Theatre Wire will send you an automatic Sales Report on a weekly basis. Please let the Audience Services Manager know if you'd like to receive these reports on a bi-weekly basis. The parameters of these reports cannot be modified. If you'd like us to create a new report with extra/different information, an additional \$25 fee will be charged.

Will Call

Theatre Wire will send you an automatic Will Call list after online sales have closed, two hours before show time. If you would like to receive these earlier, please let the Audience Services Manager know in advance. We suggest printing this out and having it available at the door as a reference for your volunteers/staff.

Customer Service

Email is best!

All inquiries will be dealt with by the Audience Services Manager. Please encourage your patrons and staff to email us at angie@theatrewire.com. All emails will be replied to within 24-48 hours.

If you'd like to chat with someone at Theatre Wire please contact Angie Descalzi at 604.257.0350 ext. 109. Please keep in mind that this is not a ticket sales line. This is for company use only.



What happens if you need help while selling tickets at the door?

Our Audience Services Manager will be available by phone until 8:00pm nightly. If something is not working with the iPad, or you are unsure about anything, don't hesitate to call her.