



Ticketing Client Information Package

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What is Theatre Wire?

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

We started Theatre Wire because we saw a need to create connections between the smaller theatre companies in Vancouver. 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) to shows, we also want to become your source for local theatre news, and create a sense of community by producing articles about local performing arts history. We're also produced a video series with comedian Sara Bynoe (*Say Wha?: Readings of Deliciously Rotten Writing*) interviewing Vancouver's theatre personalities, including *the Georgia Straight's* theatre critic, Colin Thomas and 2015 Jessie Award winner Cameron Mackenzie (Ray Michal Prize for Most Promising New Director).



The primary objective of Theatre Wire is to help independent theatre producers sell more tickets to their shows. We accomplish this in three ways.

First, we are developing Theatre Wire as a destination website for people with an interest in theatre in Vancouver. We have created original content, articles, and videos on a number of subjects. This content will be promoted over social media to drive traffic and brand awareness. Additionally, the fact that all these companies have been brought together in one place allows for a cross-pollination of audiences that may not otherwise occur.

Secondly, we will bundle productions into subscriptions in order to develop a base of loyal theatre-goers who will commit to attending a show months before opening. People who attend theatre by buying subscriptions tend to see more shows overall and continue going to shows from the same company for a



longer period of time. By reducing “audience churn,” the number of people in the house will increase over time.

Finally, we will provide you with Box Office capabilities online and at the door to ensure continuity through the entire sales process.

Our vision is to build awareness for local theatre and engage a community of theatre-goers on an ongoing basis. We believe that is the key to retaining and growing audiences. Like you, we want to see more people attending local theatre. This can be achieved by working together and offering customer-focused services that put the ticket-buyer first.

Ticket Sales Platform

So what happens if you can’t commit to a full Subscription Series? Can you still be part of Theatre Wire in a smaller scale? Is it possible to join in later in the year? Can we still sell your tickets for you? Yes, yes and yes!

You will no longer spend time setting up and managing ticketing platforms and you will have comfort knowing a local company that cares about local theatre is managing your sales. Because we sell your ticket sales from the first on-sale day to your last performance, you will have superior financial and ticket reports. With better record keeping, you will be able to monitor and modify your marketing campaign and projections.

Ticket Sales Only Clients:

This means that we will still set up ticket sales on the Theatre Wire website, as well as through our Box Office application at the door (which allows patrons to pay with cash or credit). We will lend you one of our iPads and train you or another member of your company on how to use the application.

The difference here is that your show won’t be part of our marketing campaign, so we won’t do any features or advertising. We will provide a ticketing platform with At Door capabilities and local customer service.

You will need a solid (and trustworthy) group of staff and volunteers who will run the Box Office for you. However, you will still be able to set up ticket promotions (2 for 1, promo codes, etc.) and request comps.

Theatre Wire will add a fee of \$2 to each paid ticket sold through the system: online or at the door. Like many ticket sellers, our service fee will be added to the ticket prices you choose. This means you are not responsible for an additional expense, as the fee is passed along to the public. There is, however, one very important difference: all ticket prices will be inclusive of fees and taxes. This means the public pays the advertised price and avoids mark-ups. What the customer sees is what they pay. This is a marketing best practice.



iPad (with credit card processing), data (internet) and Float: you will be required to sign out an iPad and cash float ahead of time and be responsible for it throughout the entire run. Theatre Wire will give you everything you need to make the iPad work (wall/portable charger, and portable hot spot if needed). If the iPad (approx. \$450) or other equipment breaks or goes missing, the cost will be deducted from the total Artist Payout. Please take good care of it!

Internet: please let us know ahead of time if your venue doesn't have a reliable internet source. We will make sure our iPads have an internet connection through a data plan or the use of a portable hot spot.

Fee: \$2

How Will My Company Get Paid? Comps & Other Promos

Company Payouts

Theatre Wire will compile box office statistics and will issue payment to the Company two weeks after the final performance. The breakdown will include sales at each price point including complimentary tickets. Charges for ticketing fees and any other costs will be deducted from the 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. Cash sales are to be collected every Monday after Opening Night.

Ticket Promotions (2 for 1, promo codes, PWYC, etc)

We ask that you work with us on any ticketing discount or promotion that you run outside of Theatre Wire to maintain the integrity of subscription discounts. For example, subscribers who purchase earliest get the best discount level. If that discount is available to patrons without subscribing, we will lose the incentive of the early bird price discount and ultimately lose potential subscribers.

We'll accommodate your pricing needs within reason. For more details please refer to the **Ticketing Policies** portion of this document.

You may choose to run discounted performances such as a preview or choose a concession rate for students and seniors.

Please note that the \$2 fee will not be applied to Pay What You Can performances.

Company Comps

Complimentary tickets may be pre-booked ahead of time with a special code given to you by the Audience Services Manager. Please refer to the Ticketing Policies portion of this document for details on how comps work.





At Door Ticket Sales

Theatre Wire will provide you with At Door sales capabilities. Your patrons will be able to pay with cash or credit through our SRO applications on our iPads. The Audience Services Manager will ensure that you have everything you need for the duration of the run and will train you and/or a company representative on how to use the iPad.



Box Office Materials

We will provide you with the iPad, a float, and the Box Office application. Your trustworthy staff or volunteers will use our equipment to sell tickets at the door.

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 and will be available during Opening weekend to assist at the door. Please note that if there are multiple shows opening at the same time, the Audience Services Manager may not be able to be at your venue, so it is important that you understand how to use the system beforehand. (See [Appendix C.](#))

iPad (with credit card processing), Internet, and Float: You will be required to sign out an iPad and cash float ahead of time and be responsible for it throughout the entire run of your show. Theatre Wire will give you everything you need to make the iPad work (wall/portable charger, and portable hot spot if needed). 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!

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 (provided by us) 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, Industry Rate, etc., as well as discount codes for specific patrons. Theatre Wire will need this information a week prior to tickets going on sale. Please note that no matter what the price code is Theatre Wire will still add a \$3 fee.



Complimentary Tickets

Self booked comps: Producers are responsible for booking their own comps. Theatre Wire will provide a special coupon code (different for each producing company) so that you can go to the Theatre Wire website and book them. After that, you will receive an email with your complimentary tickets which you can forward to your guests, or distribute at the door. If online ticket sales have ended on a particular day, you will have a “comp” button on the iPad application, so you will still be able to give comps away at the door.

If you book tickets ahead of time, the comps will be under your name and sent to your email. Please forward these e-tickets to your guests so that they can present them at the door.

Held Tickets: 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, and then have a representative of your company at the door handing out tickets. This way if guests cancel last minute, or different people come to pick up the tickets, you still have control over where they go.

Pay What You Can (PWYC)

We will not charge you the \$2 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.

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.

House Report of Patrons

Theatre Wire will send you an automatic House Report after online sales have closed, which is 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.

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 House Report of Patrons and use it as a Will Call list. 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.



Terms and Conditions

Theatre Wire will add a fee of \$3 to each paid ticket sold through the system, online or at the door.

Online Ticket Sales

Ticket will be available online individually with a charge of \$2 per ticket sold.



At Door Ticket Sales

You will provide a trustworthy group of staff or volunteers who run your Front of House box office. Theatre Wire will provide the iPad and the Box Office application. A Theatre Wire staff member will train you or a company representative on how to use the Box Office system ahead of time and will be available over the phone during each performance.

iPad and Cash Float

You will be required to sign out an iPad, a cash float, and a venue box ahead of time and be responsible for them throughout the entire run of your show. Theatre Wire will give you everything you need to make the iPad work (including a charger). You will be required to sign our Lost/Damaged Items Waiver. If any of these items is lost or damaged, Theatre Wire will deduct the costs from the payout.

Finances

Theatre Wire will issue payment to Producers within two weeks after the final performance. The breakdown will include sales at each price point including complimentary tickets. Charges for ticketing fees and any other costs will be deducted from the payout.

Theatre Wire is not responsible for making any other payments on behalf of the Producer to the venue based on ticket sales, nor do we charge or remit GST on behalf of the company.

In the unlikely event that expenses exceed revenue, the Producer is required to make payment to Theatre Wire within two weeks of receipt of the statement from Theatre Wire.

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

In the case of a dispute regarding revenue due, the Producer will review detailed ticket sales with Theatre Wire's Audience Services Manager. Theatre Wire records will generally be considered correct.

Production Cancellation:

If a performance or production is cancelled for any reason, the Producer will be responsible for paying the \$2 fee charges of the pre-sold tickets and any charges associated with refunding ticket sales.



Indemnification

Theatre Wire shall not be the organizer of events. Theatre Wire shall sell the tickets on a fee basis, on behalf and at the account of the Producer of the event. Theatre Wire shall not be liable for any damage related with the event and shall not indemnify the value of any things lost or damaged during the event. The rights and duties applicable to the tickets shall be established and announced by the organizer of a particular event, and Theatre Wire shall not be liable for the contents, amendment, performance, etc. of such rights and duties. Any claims regarding the Producer, content, quality, advertising, etc. of the event must be presented to the organizer of the event.

Theatre Wire shall not be a representative of the organizers, performers, and participants of any events or a representative of any other persons responsible for the organization, contents, information, advertising, or quality of any events. Any liability for this shall be undertaken by the Producer. Any claims related with the Producer of such an event must be presented directly to the organizer of the event.

Customer Service

Email is best!

All inquiries will be dealt 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 through phone until 8:30 pm nightly. If something is not working with the ipad or you are unsure about anything, don't hesitate to call her. Having said that, make sure that you have tried everything (including looking at the step-by-step instruction booklet) before calling. She will give you her personal phone number upon request.