

DALLAS BRASS

TICKET SALES

GETTING STARTED*

- Determine your ticket price(s).
- Determine how tickets will be sold.
- Design and print tickets.
- Set ticket sale timeline.
- Determine how ticket money will be processed.

* Further explanation of each of these items is on the following pages.

DALLAS BRASS

TICKET SALES

Don't hesitate to ask us for advise; we have done hundreds of these events and have seen what works and what doesn't. We are committed to your success!

THINGS TO CONSIDER . . .

Determine your ticket price(s).

- How much of the event budget is expected to come from ticket sales?
- How many seats will be available to sell?
 - Remember, performing students will take up seats, so figure that in.
 - Will any administrators or dignitaries be given complimentary tickets?
 - Dallas Brass requests 10 complimentary tickets.
- **PRICING.** The majority of schools who present Dallas Brass, price their tickets at \$10, and performing students get in for FREE (You may wish to offer Band parents a \$10 ticket, but then the public might pay \$12 or \$15).

NOTE: We often hear from Band Directors that parents don't understand why they have to pay to see their child play one song. Please remind them that this is a professional concert in which their student has been invited to participate.

- How can fundraising and sponsorships offset costs and lower the price of a ticket?
- Do you have fee-waiver students who will need assistance attending the event?
- Will you have family, student and/or senior discounts?
- Will you offer group discounts? What about a group from another school?

Determine how tickets will be sold.

Your students are your best resource for ticket sales. Besides, having their families and friends at this event will likely increase their enthusiasm for their student's involvement your music program.

- Will students sell actual tickets or will they use an order form?

We have a parent letter/order form template available for you to customize on our website www.dallasbrass.com/pr.html.

- **INCENTIVES.** Offering incentives to the students that sell the most, or over a certain amount, is a successful strategy.
 - See if a local merchant will donate a prize for the student who can sell the most tickets - phone cards, iTunes gift cards, clothing store gift cards.
 - Dallas Brass can also provide a limited number of prizes, like T-shirts and CDs. Please contact us.
- Can you utilize a local store that will sell tickets for you? a box office? or a church?
- Do you have the capability to sell tickets through a school website?

Design and print tickets.

- We have provided a ticket template on our website: www.dallasbrass.com/pr/html.
- You can also create and print your own tickets.
- Some companies offer free ticket templates on-line. www.avery.com is one of them.
- We recommend general seating, not reserved.
- There is no need to go to great expense when printing tickets.
- May want to consider a heavier stock paper for the actual tickets.

Set Ticket Sale timeline.

- **We encourage you to sell to band parents first. Set an early bird deadline and explain that they are getting a chance to buy their tickets before they go on sale to the general public. They won't want to miss their chance to get tickets.**
- When will tickets physically be ready to sell?
- If taking pre-sale or early bird orders, when is the deadline?
- If offering group rates, will there be a deadline?
- When will tickets go on sale to the general public?
- When will pre-ordered tickets be delivered and how?

Setting deadlines helps create a sense of urgency.

Determine how ticket money will be processed.

- Does money need to be processed through the school district?
- Will a Booster group handle the money collection?
- Determine acceptable methods of payment.
- Who should checks be made out to?

DALLAS BRASS

TICKET SALES

1 - 2 MONTHS BEFORE THE CONCERT . . .

- Begin selling tickets or taking orders.
 - Make sure everyone understands any deadlines you have set.
 - Ticket sales should be monitored closely and reported to the Event Coordinator on a regular basis.
 - Tracking the ticket sales on a chart in the band room can help get kids motivated to sell.
- Keep in communication with the Marketing team.
 - If you hit a slump, or you need sales to pick up, meet with the Marketing team to see what ideas everyone can come up with to give sales a boost.
 - *Maintain that sense of urgency!*

1 WEEK BEFORE THE CONCERT . . .

- Arrange for ticket delivery or pick up, if orders were taken.
- Arrange for ticket sales at the door, if not sold out.

1 DAY BEFORE THE CONCERT . . .

- If you sold tickets from a store or box office, collect money and unsold tickets.

DAY OF THE CONCERT . . .

- Set up to sell tickets at the door if there are any tickets remaining.
- Set up Will Call with tickets held for Dallas Brass and any other patrons.

DAY AFTER THE CONCERT . . .

- Be able to report final ticket sales to the Event Coordinator.
- Assist Event Coordinator in completing a survey from Dallas Brass.