



## New Mexico Pageant of Bands

### Function Description

### Ticket Sales

**Last Revision**  
10/11/2017  
**Reports to:**  
POB Treasurer

#### Summary

Administer all aspects of ticket sales including Pre-sales and Gate sales as well as controlling gate access and collecting tickets at the East and West main gates. Maintain accurate records of pre-sales by school and Gate sales by ticket type and booth. May also administer raffle drawings if any.

#### Roles

- **Ticket Sales Lead (POB Rep)** – Oversees all aspects of ticket sales including pre-sales and day-of-event sales including setup, monitoring ticket booth and gate operations as well as assisting Booth Reps and POB Treasurer. Oversees shutdown and provides post-event reports.
- **Booth Rep (POB Reps: 2)** – Oversees ticket booth volunteers and cash management within ticket booths; assists the Ticket Sales Lead and POB Treasurer. Assist with setup and shutdown. (One each assigned to the West and East ticket booths.)
- **Ticket Window Cashier (Day-of-Event Volunteers: 4)** – Accepts ticket orders, tallies price, accepts cash, makes change and provides appropriate tickets to public. (Two each assigned to the West and East ticket booths.)
- **Gate Ticket Taker (Day-of-Event Volunteers: 4)** – Ensure each person entering has a ticket, collects ticket stubs and hand-stamps ticket holders leaving who may wish to return. (Two each assigned to the West and East gates.)

#### Ticket Pre-Sales Procedures

- Acquire tickets from POB President
- Check out a number of tickets to one representative from each POB Member Band. Inform each POB Rep that they will be charged \$6 per ticket sold and will be expected to provide a single check (payable to NM POB) for the number sold as well as returning the unsold tickets at the beginning of the POB Walk-through normally held the Wednesday before the event.
- Explain that the tickets should be sold only to members of the school community, not to other schools or the general public.
- Log the number of tickets checked out for each member band, the Rep name and have it signed.
- Setup about an hour before the scheduled Walk-through and accept payment checks and unsold tickets from the POB Member Band representatives. Make sure the amount of the check and the number of unsold tickets returned balances with the number of tickets checked out.
- Tally the total number of tickets sold during pre-sales and revenue generated.

#### Pre-Event Procedures

- Ensure you have tickets from the POB President including at least 2,000 full price and 600 Senior/Military/Student Tickets.
- You may also need “free” and/or raffle tickets.
- Acquire two ticket bins for each window, blue - discounted, white- adult (4 total).
- Determine current prices (typically full price is \$10 and discounted is \$7).
- Confirm current ticket policies – High School and college students get discounted tickets as well as Seniors (65+) and Military (no need to show ID)

- Create or acquire ticket pricing/policy signs for each window at both booths (4 total).
- Create ticket cost cheat sheets for each window. (1 Adult - \$10; 2 Adult - \$20; 3 Adult \$30; etc.)
- Acquire two \$100 bill markers.
- Gather tape and step stool for hanging signs as well as other misc items such as pens, paper etc.
- Check with POB Merchandise that four aprons for ticket takers are available.
- Acquire permanent ink hand stamps for each gate (two total)

### **Day-of-Event Setup**

- Attach Ticket Price signs in each ticket window in both ticket booths.
- Cover any existing ticket price sinage.
- Attach ticket price cheat-sheets inside at each window in both ticket booths.
- Place two ticket bins inside at each ticket window in both ticket booths.
- Distribute tickets to both booths. Left and Right windows should have the same count. (Note: the east side booth typically sells about half of what the west side sells.)
- Setup incidentals (pens, paper, etc.) that may be needed during the day.
- Accept seed cash boxes (4) for each window from POB Treasurer.
- Acquire aprons (4) from POB Merchandise.

### **Day-of-Event Tasks by Role**

#### **Ticket Sales Lead Tasks**

- Assist and oversee Ticket Booth operations and Gate Ticket Takers.
- Assist with periodic excess cash collections and documentation.
- Communicate with POB Treasurer on deposits and additional cash buys, as needed.
- Cover Ticket Booth oversight for the Booth Rep from time-to-time.
- Assist the POB Treasurer with cash handling tasks.

#### **Booth Rep Tasks**

- Assist and oversee Ticket Window Cashiers
- Manage Will-Call (may or may not exist).
- Distribute Admin/comp tickets (including Bus Drivers) as required.
- Periodically collect excess cash from drawers, count cash, record tally and prepare deposits.
- Keep records per drawer/per shift.
- Collect ticket tally sheets at the end of each shift, sum tallies and record
- Accept and save volunteer slips and provide blank tally sheet to new cashier volunteers.

#### **Ticket Window Cashier Tasks**

- Submit Volunteer slip to Booth Rep
- Take ticket orders at the window
- Tally ticket requested and compute price (use cheat sheets)
- Take cash and make change
- Provide tickets (in numerical order)
- Refer Will-Call and complimentary tickets to Booth Rep.
- Check out with Booth Rep at end of shift.

### **Gate Ticket Taker Tasks**

- Submit Volunteer slip to Booth Rep
- Accept apron for ticket stubs
- Ensure each person entering has a ticket
- Collect ticket stubs (short side) of paid tickets and place in apron.
- Stamp hand/wrist of people leaving who may wish to return latter in the day.
- Turn in ticket stubs/apron and check out with Booth Rep at end of shift.

### **End-of Day Tear-Down Tasks**

- Remove all POB signage from Booths.
- Perform final cash box close-outs for each booth.
- Assist Treasurer in preparing for cash pickup at 6:00 pm.
- Collect supplies specific to ticket sales.
- Collect personal items.
- Clean-up area.
- Check other areas.

### **Post-Event Tasks**

- Tally ticket counts including Full Price, Senior/Military/Student and complimentary.
- Tally Cash receipts for all cash box close-outs.
- Prepare the Post Event report for distribution at the last (November) POB Organizing Committee meeting. The report should include ticket pre-sales, day-of-event ticket/receipt tallies by type of ticket, what went right, what went wrong and suggestions for next year.

### **Supplies Checklist**

1. \$100 dollar bill marker
2. Eight Ticket bins (color coded, two per window)
3. Ticket price signs
4. Cheat sheets
5. Step stool
6. Tape
7. Hand stamp
8. Material to cover existing signage.
9. Hat
10. Sunscreen
11. Coat (may be cold, especially during setup)

### **Notes**

1. Current Ticket Prices are \$10 – Adult and \$7 – Senior/Military/Student
2. Maintain a count of tickets by ticket type.
3. Organizing and tracking tickets by number (for example, east booth gets tickets 1000 to 1500, while west booth has tickets 1501 to 2500, etc.) makes post-event ticket counting much easier.
4. School Administrative complimentary admission is handled at the “Volunteer” Tent.
5. East-side ticket booth can normally close as last band starts performance.
6. Leave one ticket window open on the west-side ticket booth until beginning of awards ceremony.