



## Why ProArtsTickets?

For most organizations, the first contact with the public occurs when a potential ticket-buyer calls for information or to place an order. Customer-friendly, efficient, professional service encourages patrons to buy, and leaves a lasting first impression. This transaction is also your chance to gather information about ticket buyers to build your mailing list and learn about their special needs or preferences as a patron.

But if your organization operates on a tight budget and is understaffed, you may find it impossible to allocate resources to manage this process well. Small organizations, in particular, find themselves stretched thin during the busy production period just before opening night.

ProArtsTickets, a program of the Greater Pittsburgh Arts Council, was originally established in 1998 to help small and mid-sized arts organizations build audiences and maintain marketing data. The service will also consider managing sales for arts-related special events produced by larger arts and cultural organizations when scheduling and other factors permit.

## ProArts Tickets “Basics”

ProArtsTickets sells advanced, reserved or general admission single and group tickets to arts events via telephone, 412.394.3353 and secure website, [www.proartstickets.org](http://www.proartstickets.org). With sufficient advance planning, the service can also consider managing subscription sales. ProArtsTickets also maintains patron databases, and can work with you to collect other important information from your patrons that can help you target future mailings and advertising.

Organizations selling through ProArtsTickets set their own ticket prices. ProArtsTickets adds a service charge on top of that price. Please see breakout below. Organizations also reimburse ProArtsTickets for postage and credit card transaction fees.

Organizations wishing to use ProArtsTickets should contact the Greater Pittsburgh Arts Council as early as possible. The service tries to remain flexible to accommodate the short planning windows many small organizations face because of project-based funding. But planning early helps your organization get the most benefit from working with ProArtsTickets.

Thanks to support that the Greater Pittsburgh Arts Council raises from area foundations and corporations, ProArtsTickets is offered at a modest cost to small and mid-sized organizations. See sliding scale on reverse side.

## At the Close of Your Sales Period...

Following your sales period, you will receive:

- Sales reporting for the entire production:
- Marketing reports by zip code and/or marketing source:
- A check for your sales revenue, minus credit card fees and postage:

## Additional Benefits to Your Patrons

The ticket service's staff regularly takes part in customer service training, and with your permission, attends dress rehearsals of your event so they are ready to provide your patrons with special service. Your patrons receive:

- Answers to questions about venues, restaurants, parking, directions to venues, run-times for productions:
- Convenience of using four major credit cards MasterCard, VISA, American Express and Discover:
- Tickets mailed to their home the same day they are reserved:
- The lowest service charge in the city:

Price	Phone/Mail	Internet
Under \$15	\$1.75/Tix	\$1.50/Tix
\$15-25	\$3.00 /Tix	\$2.50/Tix
\$26 & Over	\$4.00/Tix	\$3.25/Tix
Group	\$10.00/Order	\$10.00/Order
Sub	\$10.00/Order	\$10.00/Order

## Advantages of Using ProArtsTickets

### *During your sales period...*

- **ProArtsTickets collects payment with each reservation:** cutting down on “no-shows” that plague organizations equipped to take unpaid reservations only.
- **Customers enjoy the convenience of paying by MasterCard, VISA, American Express or Discover:** as well as by personal check made payable to ProArtsTickets.
- **ProArtsTickets uses a computerized system that prints your organization's tickets as they are sold including:** your organization's name, event, seat number, and ticket price. This provides you with good audit trails while eliminating the need for you to buy pre-printed ticket stock months prior to your performances.
- **ProArtsTickets collects and maintains patron data:** your ticket buyer's name address, phone number, email address, preferred payment method and other information, e.g. special seating needs and how they heard about your event, are maintained in a Windows-based database that can be provided to you on disk or hard copy following each event.
- **ProArtsTickets staffs ticket service phones:** from 10 am-530 pm, Monday through Friday, and 12 pm-5:30 pm on performance Saturdays. Patrons who call during off hours may leave a message and will receive a return call the next business day.
- **ProArtsTickets has on-line ticketing allowing your patrons to order tickets 24 hrs/day, 7 days/week:** Our secure website is maintained by the same company that provided e-commerce sites for Lincoln Center, the Boston Symphony Orchestra, the Ravinia Festival and other prestigious organizations. Visit: [www.proartstickets.org](http://www.proartstickets.org).

### On the Evening of Your Performance...

ProArtsTickets will provide:

- Will call tickets for patrons whose orders were received too late for mailing;
- Printed, unsold tickets for you to use for door sales;
- Accurate hard tickets for auditing;
- Training for your door sales volunteers, if requested in advance.

### Additional Benefits to Your Organization

Your organization receives the following:

- **Access to the Ticket Service shared database:** Organizations that use ProArtsTickets as their primary ticketing outlet, and who are willing to share their database, have access to mailing lists of other groups. Organizations retain the right not to share data if desired.
- **Links from ProArtsTickets website:** ProArtsTickets will link the ticketing website — [www.proartstickets.org](http://www.proartstickets.org) — to your organization’s website to provide patrons with additional information about your organization or production.
- **Other services may be available:** on a per production basis, including group sales assistance, advice on direct mail strategies, and marketing planning.

### Event Set Up Fees

ProArtsTickets is supported *in part* by grants from major foundations. The set-up fees below help support ongoing expenses related to staffing, setting up and maintaining events in the computerized ticketing system and website, equipment, supplies and other expenses.

The set-up fees are calculated by event. GPAC Members receive 20% on set-up fees:

Organizational Budget Size	Non-Member Set-up Fees	Member Set-Up Fees
<\$100K	\$130	\$104
\$100-250K	\$150	\$120
\$250-500K	\$200	\$160
\$500-999K	\$275	\$220
>\$1M	Negotiable	Negotiable

### Reimbursed Expenses

Organizations using ProArtsTickets reimburse the service for postage used by the ProArtsTickets to mail tickets to your patrons and for credit card discount and transaction fees. In addition, ProArtsTickets reserves the right to add a delivery charge for delivery of will call tickets to venues outside of downtown Pittsburgh. Delivery beyond a 5-mile radius of downtown Pittsburgh may not be possible, but other arrangements may be made with ProArtsTickets to accommodate an organization’s will call needs. Organizations requesting printing of large numbers of unsold tickets will also be charged \$0.05 for printing and ticket stock.

### To Learn More

**ProArtsTickets places priority on providing service to small and mid-sized arts organizations** but will consider other arts events as possible. Within that context, ProArtsTickets contracts with clients on a first-come, first-served basis. Because ProArtsTickets’ capacity is not unlimited, on occasion, we may be unable to accommodate an organization’s request for service. **ProArtsTickets encourages organizations interested in using the service to read this flyer and then set up an appointment with ProArtsTickets staff as early as possible by calling 412.391.2060 x223.**