



# Subscription Partner Information Package

## Table of Contents

<a href="#">What is Theatre Wire?</a>	Page 1
<a href="#">How Do Subscriptions Passes and Tickets Work?</a>	Page 2
<a href="#">Advertising Methods</a>	Page 4
<a href="#">At Door Volunteers</a>	Page 5
<a href="#">At Door Ticket Sales</a>	Page 5
<a href="#">Ticketing Policies</a>	Page 6
<a href="#">Customer Service</a>	Page 8

## 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.



## Subscriptions Packages

When a theatre company partners with Theatre Wire, they become part of our Subscription Series. We bundle productions into subscriptions to develop a base of loyal theatre-goers who commit to attending a show months before opening. People who attend theatre as subscribers tend to see more shows overall and continue going to shows from the same company for a longer period of time.

When a Theatre Wire Patron adds three or more Subscription Series shows into their cart, they automatically receive a discount.

Subscription Package	Early Bird Discount	Regular Discount
3-5 Show Package	40%	30%
6+ Show Package	30%	20%

## Subscriber Benefits

- Exchange of Tickets
  - For a different performance of the same show, with 48 hours notice
- 20% off Discount Code
  - To be used on Subscription shows not in their package (may be shared with friends and family)
- Discounts at Local Businesses
- Early Access to Fringe Festival Frequent Fringer Passes

More info on these benefits can be found at [theatrewire.com/packages/#benefits](http://theatrewire.com/packages/#benefits)

## Single Tickets

Patrons are able to buy single tickets to any show without having to opt into a subscription. We provide our partners 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.

## Packages and Pricing

There are two different submission deadlines for subscription partners. In both instances, they have to provide us with the following information:

- 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 part of the subscription series. We do, however, add a surcharge to all ticket sales. This charge depends on submission date. As per the chart below, there are two different submission deadlines with different benefits:

	Subscription Partner	Subscription Add-On
Per Ticket Fee:	\$3.00 SUBMISSION DEADLINE: <u>April 24</u>	\$2.50 SUBMISSION DEADLINE: at least <u>2 months</u> before Opening Night
Special promotion during Subscription Launch including publicity & inclusion in early advertising	✓	
Cross Promotion between Theatre Wire, Fringe and other partners	✓	
Assistance with volunteer recruitment	✓	
Marketing support via social media, newsletter, etc.	✓	✓
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.



## Promotion and Advertising Methods

Theatre Wire’s aim is to connect audiences with theatre and works throughout the subscription season to sell individual tickets and subscription packages. How we advertise:

- Online launch featuring your show as part of the 2017-2018 Subscription Season
- Bi-monthly newsletters (to our Theatre Wire audience base)
- Twitter, Instagram, and Facebook posts
- Rich web content on our website
- Fringe Program Guide ads
- Theatre Wire booths at shows and events such as the Vancouver Fringe Festival



### Timeline for the 2017-2018 Season - Subscription Partners





See [Appendix B](#): Content Suggestions and Guidelines for Clients

See [Appendix C](#): For step-by-step instructions on how to use SRO

## 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. If needed, arrangements can be made in advance to have a Theatre Wire representative available at Opening Night to assist at the door.

**Please note:** *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 instructions in [Appendix C](#).)*

## 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!

## Volunteer Recruitment

Partners who sign by the April 24 deadline can request assistance with volunteer recruitment. The company must make this request at least 2 months before Opening Night.



Theatre Wire will:

- Create volunteer shifts for all your performances (box office, ushering, etc.)
- Do multiple calls for volunteers and sign people up for shifts

Two weeks before Opening, the Audience Services Manager will send you a document with the volunteer schedule and contact information of volunteers. After that, it is the Company's responsibility to communicate with the volunteers and deal with any cancellations or schedule adjustments.

## **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.

### **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.

You may choose to run discounted performances such as a preview or choose a concession rate for students and seniors. Please have all your ticket prices ready when you first submit your show information and we'll build it into your show page.

### **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.



### **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 list available at the door. If those patrons don't show up, you can re-assign those comps to someone else.

***Please note:** Theatre Wire can release held tickets at the office, but not on the iPad. If you have held tickets and would like them to become available for sale, please let the Audience Services Manager know before 5 pm on weekdays.*

#### **Pay What You Can (PWYC)**

We will not charge you 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](mailto: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.