

TICKETING & MARKETING FORM 26-27

This form must be completed and **returned two (2) working days** before the nominated on-sale date, along with a high resolution image and copy/blurb.

HIRER/PROMOTER DETAILS

Event Name:

Contact Name:

Company: **ABN:**

Address:

Postcode: **State:**

Phone: **Mobile:**

Email Address:

(All correspondence and invoicing will be sent to the address supplied above unless otherwise advised).

PRODUCTION DETAILS

☐ Auditorium
 ☐ Hall 1
 ☐ Hall 2
 ☐ Hall 1 & 2
☐ Lynette Denny Space
 ☐ North Foyer
 ☐ Meeting Rooms

☐ **Pit Seats - Additional 54 Seats**

Do you require AAA; AA & BB to be sold in the Auditorium: ☐ YES ☐ NO

Please note: Pit seats are included as part of the standard set. **Removal of these seats will incur a fee of \$160.00.**

☐ **Reserved Seating**

Tickets are numbered for allocated seating.

OR

☐ **General Admission***

Tickets are not numbered & patrons sit anywhere they choose.

DAY	DATE	EVENT START TIME	INTERVAL START TIME	INTERVAL FINISH TIME	EVENT ESTIMATED FINISH TIME

(Please provide separate schedule if presenting more than the above).

Doors to the Foyer open 60 minutes prior to event start time.

Doors to Auditorium/LDS/Plenary Halls open 30 minutes minimum prior to event start time.

BOX OFFICE: 07 4961 9777

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FEES & CHARGES

All tickets must be sold through the MECC unless authorised by the Manager.

Please note: The below fees & charges are subject to change. Please allow for a CPI increase of up to 5% from 1 July each year.

TICKETING CHARGES SCHEDULE	FEE
Booking fee per ticket up to \$11.99 value	\$3.20
Booking fee per ticket from \$12.00 - \$24.99 value	\$4.30
Booking fee per ticket from \$25.00 - \$49.99 value	\$6.50
Booking fee per ticket from \$50.00 & over value	\$7.00
The first 10 complimentary tickets	No Charge
Per complimentary ticket printed thereafter	\$2.10
Processing fee on all transactions - cash, eftpos and credit card	3%
Event Creation Fee Ticketing event creation per event, includes: ▶ Ticketing set up ▶ Show/event brief and image on the MECC website (www.themecc.com.au) with direct link to purchase tickets online ▶ Show/event brief and image featured on MECC social media channels plus image featured in monthly MECC e-News distributed to database of over 15,000 patrons ▶ 10 x A3 posters and 500 x DL flyers to be supplied by promoter - to be displayed in-house ▶ Placement on venue in-house display screens ▶ Listing in MECC 'On Sale Now' publication available in-house for patrons and visitors of the centre ▶ Media release and image sent to local media upon sale announcement or 6 weeks prior to event	\$250.00
Merchandise Seller *minimum of 2 sellers required Per seller/hr Public Holiday per seller/hr 10% taken by the venue from all merchandise and programs sold	\$80.00 \$160.00

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WORDING ON TICKETS

All fields other than Event Name are optional. If you do not want them to appear on the ticket, do not fill them in.

Name of hirer/promoter:	presents
Event name upper line 1:	
Event name lower line 2:	
(Additional information on your ticket - limited word count):	

OTHER IMPORTANT INFORMATION

Date and time:

Age: ☐ Recommended or ☐ Restricted

Warnings:

Smoke/haze

☐ Strobe lighting

☐ Harsh audio/sounds

☐ Sexual references

☐ Coarse language

☐ Adult themes

☐ Material that can offend

Other (please provide details)

COMMENCEMENT OF TICKET SALES

ON SALE TYPE	DAY	DATE	TIME

*On sale type - general public, pre-sale, MECC members pre sale.

Please note: Pre-sale LPA Guidelines apply, for all enquiries please email MECC Box Office.

PROMOTER HOLDS

Tickets on hold: If complimentary tickets/promoter holds are required by the hirer/promoter prior to tickets going on sale, please advise requirements/names of recipients.

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TICKETING & MARKETING FORM 26-27

TICKET PRICE

Tickets will display a single total price in accordance with the Live Performance Australia (LPA) Ticketing Code of Practice.

Family ticket prices are calculated per ticket (e.g. a Family of 4 total is divided by four, with fees applied per ticket).

Promoter return is calculated as:

Total Ticket Price – Booking Fee – Processing Fee (processing fee is based off total ticket price) = Promoter Price

Example:

\$80.00 (total ticket price) – \$7.00 (booking fee) – \$2.00 (processing fee) = \$70.60 return

Please factor this into your ticket pricing. Final fees will be confirmed at settlement.

TICKET	TOTAL PRICE	BOOKING FEE	ESTIMATED PROCESSING FEE	PROMOTER / HIRER PRICE
1. Admission	=	-	-	
OR choose from the categories below. You do not need to use all categories - they are optional.				
1. Adult	=	-	-	
2. Friend of the MECC/MECC Member	=	-	-	
3. Concession	=	-	-	
4. Pensioner	=	-	-	
5. Students (Highschool/Tertiary)	=	-	-	
6. Children(Under years)	=	-	-	
7. Group (Min number)	=	-	-	
8. Other	=	-	-	

EVENT CATEGORY

Please specify the category of your event:

☐ **Drama**

☐ **Comedy**

☐ **Magic/Illusion**

☐ **Education**

☐ **Circus**

☐ **Childrens Show**

☐ **Music**

☐ **Dance**

☐ **Other:**

Genre:

Genre:

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TICKETING & MARKETING FORM 26-27

HOUSE SEATS

12 seats required: Auditorium and Plenary Halls per performance
6 seats required: Lynette Denny Space and North Foyer per performance

COMPANION CARD

Mackay Regional Council and the MECC participate in the Companion Card Scheme to ensure an equitable and consistent approach to admission arrangements for people with a disability who require the support of a carer / companion. This scheme is underpinned by the Equal Opportunity Act (1986) and the Disability Discrimination Act (1992). The Companion Card Scheme allows the Companion Cardholder's Carer admission to all shows at the Centre at no charge and in the same price reserve as the Companion Cardholder.

USHERS/FRIENDS OF THE MECC

The use of the MECC ushers/Friends of the MECC is mandatory for all events so that we can meet our duty of care. As it stands, the guidelines are 1:100 for raked seating and 1:200 for flat floor to evacuate effectively. The Friends of the MECC will be utilised for your performance and costs on-charged to you in your post event invoice. (Please refer to cost estimate for charges).

SECURITY

For events where alcohol is served, it is also a mandatory requirement to have 1 security guard per 150 people or part thereof (1:155). E.g. 156 patrons would require 2 guards, 315 people would require 3 guards. Security will be determined at the MECC's discretion.

TECHNICAL & CATERING RIDERS

Please ensure you indicate and provide all event details on the technical requirements form.
If you require catering, please provide details of catering rider to: mecccatering@mackay.qld.gov.au
Please refer to MECC Fees and Charges, or the MECC Catering Compendium for charges. Both documents are available on our website.

TICKETING CODE OF CONDUCT

Tickets are sold in accordance with the Live Performance Australia (LPA) Ticketing Code of Practice which can be accessed online >
<http://www.liveperformance.com.au/>

MEET & GREET AND MERCHANDISE

Are you planning to have a meet & greet or sell merchandise? If so, please complete Meet & Greet and Merchandise Form. This form needs to be returned 6 weeks prior to your event.

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PROMOTER/HIRER OPT IN

Would you like patrons to opt-in to receive further communication from you?*

YES **NO**

If you have selected yes, you will receive log in details to retrieve this information yourself. Please select how you would like to contact the patrons who have opted to hear from you:

Email **Mail** **SMS**

*This must be confirmed before the event is set up. This information will be able to be accessed until 7 days post event. (Under SPAM legislation and the QLD Privacy Act, marketing material should only be sent when people have positively opted in).

Would you like to access ticketing reports (Access Detail, Promoter Opt in and Sold Out Status) for your event? Please provide contact details for access to the reports?

First name: **Last name:**

Email: **Mobile:**

MARKETING REQUIREMENTS

For your event to go on sale, we require the below marketing assets for the webpage and ticketing build. Please send assets to meccsalesandmarketing@mackay.qld.gov.au

- ▶ Event copy/blurb
- ▶ Banner Image: 1920px x 600 px - please keep all essential text and logos inside the middle 480px safe area, please avoid placing important elements near the top or bottom edges, as these will be cropped.
- ▶ Thumb Image: 480px x 316px
- ▶ Ticketing Image: 800px x 600px
- ▶ ATDW Image: 1600px x 1200px (no text, no larger than 10mb)
- ▶ A minimum of 2-3 portrait and landscape high-resolution images (for use on FB and for other promotional opportunities and materials)

Optional:

Print material (please provide digital copies as well where possible)

- ▶ 10 x A3 posters - placed throughout the venue
- ▶ 500 x DL flyers - displayed throughout the venue

Media Release and a high resolution, news appropriate image

Including information on who to contact for interviews

Pull up Banner

If you wish to display a pull up banner/s in the venue, please advise the MECC marketing team.

Postage Address: MECC - 258 Alfred Street, Mackay QLD 4740

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MECC BRAND GUIDELINES

MECC Box Office details:

Please ensure that the following contact details are presented in all of your promotional materials as follows:

MECC | Box Office 4961 9777 | www.themecc.com.au

Logo identity:

You are required to include the MECC business unit logo (venue logo) on all promotional material.

The logo required can be presented as full colour or solid black, as featured below. The logos must be presented on a white background and be no smaller than 28mm in width.

Logos can be obtained by sending an email request to meccsalesandmarketing@mackay.qld.gov.au



DECLARATION

I/we, authorise to sign on behalf of the hirer/promoter, accept the fees noted above and, in addition, authorise all expenditure incurred on our behalf to be included in the final reconciliation and deducted from either our deposit or income received on our behalf.

Signature of Authorised Officer:

On Behalf Of: **Date:**

BOX OFFICE: 07 4961 9777

EMAIL: MECC@MACKAY.QLD.GOV.AU

CIVIC PRECINCT, ALFRED STREET ■ PO BOX 1080, MACKAY QLD 4740

THEMECC.COM.AU