


AUSTIN PEAY STATE UNIVERSITY
POLICIES AND PROCEDURES MANUAL

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Subject:	
Athletic Ticket Policy and Ticket Office Procedures	
Initiating Authority:	SBR Policy/Guideline Reference:
Director of Athletics	B-043
Approved:	
 President	

General Statement

Gate receipts from athletic events are an important source of revenue for the Austin Peay State University intercollegiate athletic program. Admission charges are a user fee, necessary to generate funds for operation of the program because state appropriations and student fees do not and should not be sufficient to cover total operational costs. In order to ensure proper management of tickets issued for athletic events, Austin Peay State University has implemented procedures to control ticket distribution and accounting for gate receipts.

I. General Ticket Procedures

- A. The number and price of tickets are recommended by the Athletic Director and approved by the Athletic Committee and the President prior to the printing of the tickets.
 1. A ticket is assigned to each seat available for occupancy, except in designated student sections; for the homecoming football game, every seat in the stadium has an assigned ticket because all seating is reserved.
 2. The price is based on the ticket prices of other conference schools and opponents.
- B. Procedures for securing, distributing, documenting and controlling tickets (See Attachment A).

1. Tickets are received from the printer by the athletics Administrative Assistant who verifies the tickets were received as ordered.
 2. The tickets are then delivered to the Athletic Ticket Office. The Ticket Manager (Technical Clerk) is responsible for the distribution of all tickets.
 3. All season and individual ticket sales are conducted from the Ticket Office or at the game site unless approved by the President.
- C. All money received is deposited in the Business Office and credited to the proper account.
- D. All persons admitted to an athletic event for which there is an admission charge must provide a valid ticket, valid APSU student I.D., or other pass provided for or approved by the President or his designee.
1. Gate and/or doorkeepers are utilized to insure that persons who are admitted to athletic events have a valid ticket, a valid APSU student I.D., or an appropriate pass.
 2. Security personnel and ushers are maintained to enforce seat assignment and appropriate conduct at athletic events.
- E. The Ticket Manager (Technical Clerk) is responsible for accounting for all tickets issued for each game.

II. Complimentary Tickets

- A. Complimentary tickets are those tickets given to individuals to express gratitude or appreciation for services, contributions, or other assistance to APSU. All complimentary tickets shall be charged to a University account and credited as athletic revenue.
- B. Complimentary tickets must be approved by the President, the Athletic Director, and the department head to whose account the tickets are to be charged. Copies of all requests for complimentary tickets are kept on file in the Ticket Office. These requests contain the name, account number, cost, and purpose of issuing the ticket(s).
- C. Complimentary season tickets will either be picked up in the Ticket Office or delivered by a University representative. All tickets must be signed for by the recipient.

- D. Individual game complimentary tickets are held at the "Will Call" window for pick up by the person authorized to receive them; signatures are obtained when tickets are picked up.
- E. A listing of complimentary tickets will be prepared and approved by the President prior to each event, and filed for audit purposes. The listing and form APSU/AF/AD/030 will contain the name of the individual who will receive the ticket, the account to which the cost of the ticket will be charged, the cost, and the purpose of issuing the ticket.
- F. All tickets requested and granted as complimentary are charged to appropriate accounts regardless of whether they are picked up.
- G. There must be a Form APSU/AF/AD/030 for complimentary ticket(s). The individual authorized to receive the ticket must acknowledge receipt of the ticket(s) by signing for them.
- H. Complimentary tickets issued to athletic endowment scholarship donors, parents of Cheerleaders, Governors Club major donors, and Athletic Staff Members shall be charged to a special Athletic Department expenditures account and credit will be given athletic revenue for these tickets for control purposes only. No institutional funds shall be transferred to athletics for complimentary tickets enumerated in this paragraph (H).

III. Student Tickets

- A. Student seating is in designated areas and student entrance to athletic events is gained by presentation of a valid I.D., except as noted in Section B., following.
- B. Students are required to pick up their tickets for the homecoming football game. A computer printout listing all full-time students is obtained. One ticket for admission to the homecoming game is given to each full-time student who signs a sheet provided. A full accounting is made for all student tickets picked up. (See Attachment B)

IV. Group Tickets

Tickets for group and special promotional events are submitted for review and approval by the Athletic Director and President or his designee prior to their implementation. These are not complimentary tickets, but all such tickets shall be accounted for by the Ticket Manager.

V. Special Passes

- A. A listing of special passes issued for each event will be prepared and filed for audit purposes. The listing will include the number of passes by user category, the pass numbers, the purpose of issuing the pass, and to whom the pass was issued.
- B. Faculty members who retired prior to September 1984, are authorized two complimentary tickets to each athletic event. These must be picked up and signed for in the ticket office by the retired faculty member. This list of retired faculty members should be provided to the Athletic Director from the Vice President for Academic Affairs prior to the beginning of each football season.
- C. Press passes are controlled by the Sports Information Office. Passes for game workers, concession workers, security officials, and game officials are controlled by pre-numbered passes signed for prior to the game and worn in a visible manner at all times. These passes are controlled by the Office of the Athletic Director.

VI. Other

- A. Admission to the President's box in the east side press box is controlled by special passes issued from the President's Office. Records are kept in the President's Office.
- B. Tickets issued to visiting team athletes are controlled by the game contract between the two schools.
- C. Tickets which are required by contract conference, association, etc., are not complimentary tickets.
- D. Procedure for issuing contract tickets to student-athletes is in accordance with NCAA rules (see attachment D).

VII. Exceptions

Exceptions to this policy are subject to written justification and approval by the President. The President shall seek approval by the Chancellor of the State Board of Regents before implementation.

ATTACHMENT A
TICKET OFFICE PROCEDURES

1. Verify Certified Ticket Manifest and inventory General Admission Tickets.
2. Season Ticket Sales:
 - A. Issue receipts for all payments.
 - B. Post to individual ledger sheet.
 - C. Fill in application and code seating chart.
 - D. Pull tickets for mailing or hold for pickup.
 - E. Complete Daily Inventory-Sales Report for Season Tickets.
 - F. Prepare Season Ticket Sales Deposit for Business Office.
 1. Deposit daily during peak sales.
 2. Deposit all monies within two days of receipt.
3. Individual Ticket Sales:
 - A. Prepare Daily Inventory-Sales Report.
 - B. Attach cash register tape to daily inventory sales report. If cash register is not used, receipts will be issued for all payments received prior to game in Athletic Ticket Office. (Receipt to show name, amount, number of tickets, price each, Section, Row and Seat, and whether check or cash.)
 - C. Prepare Individual Ticket Sales Deposit for Business Office.
4. Special Pick-Up Ticket Record

This form will be utilized in accounting for tickets sold for games other than current game presently accounted for on Daily Inventory-Sales Report.
5. Game Balance Sheet
 - A. Tickets available for gate sales will be based on ending inventory on the last Daily Inventory-Sales Report filed before each game.

- B. Tickets available for sale will be verified by physical count before issuance to ticket sellers.
- C. Each seller is responsible for tickets issued to them and balancing after ticket window is closed during game. Ticket Seller Manifest forms will be combined to complete individual Game Balance Sheet (See Attachment C, "Procedures for Ticket Sellers at Game").
- D. General Admission ticket pads will be numbered manually; tickets sold from each pad will be recorded on the Ticket Seller's Manifest by showing beginning and ending numbers before and after the ticket windows close. Individual tickets on the manually numbered pads will be accounted for by preprinted numbers.
- E. Game Balance Sheets will be prepared and submitted within two (2) working days following game.
- F. Money from gate sales will be deposited the first working day following game.

(See Attachment B, "Student Ticket Distribution for Football Homecoming Game.")

6. Complimentary Tickets

Complimentary tickets shall be issued when requested by an individual authorized by the President. There must be a Form APSU/AF/AD/030 for each complimentary ticket(s). The Athletic Director and the budget administrator to whose account the tickets will be charged must approve all complimentary tickets prior to issue. The President shall approve the listing of complimentary tickets. Either the form or a list prepared by the Ticket Manager must be signed by the recipient of the ticket(s).

A. Season

- 1. Season tickets will be issued according to complimentary ticket requests submitted by persons whose names appear on list authorized by the President.
- 2. Deadline for complimentary ticket requests will be established and appropriate personnel notified by memorandum for each season.
- 3. Form for transmitting season complimentary tickets will be prepared at conclusion of season ticket sales and sent to the Business Office for recording.
- 4. The Business Office will be given a list of season tickets issued to Endowment Scholarship donors,

parents of Cheerleaders, and Athletic Staff Members as authorized by the President.

B. Individual Game

1. Complimentary tickets will be issued according to requests submitted by persons on authorized list.
2. Requests for Individual Game Complimentary Tickets must be received by the Ticket Manager no later than 2:00 p.m. on the last working day prior to the game.
3. Recipient of complimentary tickets held at the "Will Call" window will be asked to sign for the ticket(s).
4. Form for transmitting individual complimentary tickets will be prepared within two (2) working days following game and sent to the Business Office for recording.

ATTACHMENT B

PROCEDURES FOR STUDENT TICKET DISTRIBUTION
FOR FOOTBALL HOMECOMING GAME

1. Inventory student sections to be picked up.
2. Obtain list of eligible students.
3. Student must present valid I.D. and sign sheet for ticket picked up.
4. If additional tickets are purchased by students, receipts must be written showing section, row and seat on receipt.
5. The student signatures and receipts will be used to prepare Sales Record Report for that day.
6. Tickets must be picked up by the last working day prior to game.
7. Supplement for students sections will be added to the balance sheet for the Football Homecoming Game.

ATTACHMENT C

PROCEDURES FOR TICKET SELLERS AT GAME

1. Physically verify money advanced and tickets as reported on Ticket Seller's Manifest by Ticket Manager and sign Ticket Seller Manifest.
2. Know price of tickets and sections available at seller's window.
3. Know approximate location of all seats available.
4. NO complimentary tickets will be issued at window except "Request for Complimentary Ticket" form(s) signed by authorized person and Athletic Director and placed in drawer to be deducted on Ticket Seller Manifest form when balancing after window closes.
5. Money collected for tickets requested for Special Pick-Up is kept in envelope from which tickets are removed and counted with money when balancing.
6. Ticket sales will cease at the beginning of the second half at which time ticket sellers will balance their manifest form by:
 - a. Counting all unsold tickets and recording count on Ticket Seller Manifest.
 - b. Counting all money; subtract change advanced and record total sales, next deducting value of any complimentary tickets issued. (Complimentary tickets should be supported by Complimentary Ticket Request Forms - See 4 above.)
7. Ticket Manager will verify returned tickets and money and sign Ticket Seller Manifest as being correct.

ATTACHMENT D

COMPLIMENTARY TICKETS TO STUDENT-ATHLETES

NCAA COMPLIMENTARY ADMISSION POLICY - NCAA Constitution
3-1-(g)-(3)

1. Maximum of four complimentary admissions per student-athlete only in his or her sport.
2. Pass list will include only family members, relatives and fellow students designated by student-athletes.
3. No hard tickets issued.
4. Student-athlete may not receive payment from any source for complimentary admission or receive anything of value.

OVC COMPLIMENTARY TICKET POLICY - OVC Bylaw X-1

The Athletic Director shall send a minimum of 150 reserved seat football tickets, 50 reserved seat basketball tickets (for men), and 50 reserved seat basketball tickets (for women) to each opponent 10 days before the first game of the season.

Upon request by a member president, each institution shall furnish complimentary tickets requested for administrative use.

PROCEDURES

1. All passes will be placed in a student-athlete complimentary admissions envelope (provided by the OVC office) with a place for student-athlete to designate name and class of person (relative, fellow student, etc.) to receive pass.
2. Institution shall be responsible for placing ticket stub (scissor cut) in student-athlete's envelope.
3. Recipient asks for student-athlete's name at pass gate, student-athlete's envelope is pulled and after I.D. check, stub is issued and signed for.
4. Hard tickets will be sent from institution A to B for B's student-athlete but B is responsible for having student-athlete fill out envelope, depositing stub in envelope and returning envelope to institution A's pass gate. Personnel of institution A shall be responsible for issuing and checking I.D.'s.

PROCEDURE FOR HOME TEAM

1. Envelopes distributed to student-athlete. Student-athlete fills out information.
2. Envelopes collected by coaches and turned over to athletic directors and ticket managers.
3. Ticket clipped and put in envelopes.
4. Game Day - appropriate individual picks up ticket for pass gate.
5. Game Day - clipped tickets do not permit stadium exit and return (to insure no resale).

POSSIBLE PROCEDURE FOR VISITING TEAMS

1. Complimentary tickets sent to visiting team.
2. Envelopes distributed to student-athlete. Student-athlete fills out envelope.
3. Clipped tickets are put in envelope.
4. Game Day - Envelopes are dropped off at pass gate when visiting team arrives.
5. Game Day - Appropriate people pick up ticket at pass gate.

Sample Envelope

<u>Student-Athlete Name</u> <u>Date of Game</u>	<u>Recipients' Name</u> 1. _____ A 2. _____ A 3. _____ C 4. _____ B
A - Family B - Relative C - Fellow Student	