

TICKETING AND MARKETING

► This form must be completed and returned two (2) working days before the nominated on-sale date, along with a hero image and copy.

► HIRER DETAILS

Production Name:

Contact Name:

Company: ABN:

Address:

Postcode: State:

Phone: Fax: Mobile:

Email Address: Signature:

(All correspondence and invoicing will use the address supplied above unless otherwise advised)

► PRODUCTION DETAILS

Auditorium

Hall A

Hall B

Hall A & B

Lynette Denny Space

North Foyer

DAY	DATE	START TIME	ESTIMATED FINISH TIME

(Please provide separate schedule if presenting more than 6 performances)

1st Half Hours: Mins: 2nd Half Hours: Mins:

Interval duration (standard 20 minutes):

In order to deal responsibly with latecomers, please advise us as to when there is a suitable break during the performance to admit them.

BOX OFFICE: 07 4961 9777

Ushers/Friends of the MECC:

The use of Friends of the MECC as ushers 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.

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). Eg. 156 patrons means 2 guards, 315 people would be 3 guards. Our risk assessment management reserve the right to employ more crowd controllers. MECC security firm must be utilised.

▶ TICKETING INFORMATION (Please note that the below prices are subject to change)

ALL TICKETS MUST BE SOLD THROUGH THE MECC UNLESS AUTHORISED BY THE MANAGER

TICKETING CHARGES SCHEDULE <small>Please note: the below prices are subject to change</small>	FEE
Booking Fee per ticket up to \$12.00 value	\$2.50
Booking Fee per ticket up to \$12.00 - \$24.99 value	\$3.50
Booking Fee per ticket up to \$25.00 - \$49.99 value	\$5.00
Booking Fee per ticket up to \$50.00 & over value	\$5.50
Complimentary Tickets - The first 10 complimentary tickets	No Charge
Per complimentary ticket printed thereafter	\$1.60
Ticketing Event Creation per event, includes: ▶ Ticketing set up ▶ Show/Event brief plus image on MECC website (www.themecc.com.au) with direct link to purchase tickets online ▶ Show/Event brief plus image featured in 'What's On' quarterly brochure and distributed to partners and businesses ▶ Show/Event brief plus image featured in Daily Mercury Print advertising ▶ Show/Event brief plus image featured on MECC social media channels plus image featured in monthly MECC e-News distributed to database of over 15,000 ▶ 25 x A3 posters and 500 x DL flyers displayed in-house and distributed to regional council facilities and a range of local businesses ▶ Placement on venue in-house display screens ▶ Listing in MECC 'On Sale Now' publication available in-house for patrons and visitors of the centre ▶ Press release plus image sent to local media upon sale announcement or 6 weeks prior to event	\$90.00
Theatre/Venue designed to client's specifications (per hour)	\$POA
3% processing fee on all transactions - cash, eftpos and credit card	3%

Reserved Seating

Tickets are numbered for particular seats.

OR

General Admission

Tickets are not numbered & patrons sit anywhere they choose.

Additional Seats:

Do you require rows AAA; AA & BB to be sold in the Auditorium?

54 additional seats can be made available in the apron (orchestra pit area) if required.

YES

NO

Do you have a Technical Rider?

Please ensure you indicate these requirements on the Technical Requirements form and provide all details.

YES

NO

BOX OFFICE: 07 4961 9777

▶ WORDING ON TICKETS

<p>Name of Promoter:</p> <p>Presents: (Name of Event)</p> <p>(Free Text 1 Additional Information on your ticket):</p> <p>.....</p> <p>(Free Text 2 Additional Information on your ticket):</p> <p>.....</p> <p>Date and Time of Show automatic:</p>
--

Ticketing Pricing Breakdown: Total price only will be shown on tickets

The ticketed price must be reflected as a single total price in accordance to Live Performance Australia Ticketing Code Of Practice. eg. \$45 total instead of \$40 + \$5.00 booking fee + \$1.20 processing fee.

Please take this into account when calculating your ticket prices and all fees will be finalised during settlement.

TYPE OF SALES	HIRER PRICE	BOOKING FEE	TOTAL PRICE
1. Adults		+	=
2. Friends of the MECC/MECC Members		+	=
3. Concession		+	=
4. Pensioners		+	=
5. Students (Highschool/ Tertiary*)		+	=
6. Children/Juniors (Under years)		+	=
7. Groups (Min number)		+	=
8. Other		+	=

Commencement of sales:

The day and date the Box Office is requested to commence sales:

(NOTE: Box Office Coordinator requires TWO WORKING DAYS to setup and load ticket information.)

Complimentary tickets: If complimentary tickets are required by the Hirer prior to tickets going on sale, please advise requirements / names of recipients.

Name of Authorised Person/s:

Signature: **Date:**

BOX OFFICE: 07 4961 9777

▶ MARKETING

MECC Box Office details:

Please ensure that the following contact details are presented in all of your promotional materials as follows:
MECC | Dial n Charge 4961 9777 | www.themecc.com.au

Venue identity:

The Centre must be stated as the '**Mackay Entertainment & Convention Centre**' in all of your promotional materials. The venue name may also be abbreviated to be stated as the '**MECC**'.

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



▶ MERCHANDISE

Are you planning to sell?

A commission of 10% gross sales from merchandising is payable to Mackay Entertainment & Convention Centre. The Theatre will provide you with the appropriate forms prior to each performance to record merchandise sales and commissions. If you require Merchandise sellers, we can assist @\$55 per hour (min two hour block). Also, please advise whether you will be sending through merchandise prior to performance date, or whether you will be bringing on your 'truck' on performance date.

Please advise of event-specific merchandising you will be selling:

	YES	NO
1. Programmes	YES	NO
2. CDs and/or DVDs	YES	NO
3. T Shirts or Clothing	YES	NO
4. Photographs	YES	NO
5. Other		

A sales person will be provided by:

Hirer	Venue
-------	-------

If the Venue is required to provide a seller, you must advise at least 2 weeks prior to the event

Please advise of table requirements for merchandise:

Catering:

Do you require catering? Please provide details of Catering Rider: (*please refer to cost estimate/agreement for charges)

BOX OFFICE: 07 4961 9777

Promoter/Hirer opt-in:

Do you want a list of the email addresses of patrons who attend your show/event and opt-in to receive further communication from you?

*This must be confirmed before event set up. Once an event is on sale, this option cannot be added

YES **NO**

Please provide an email contact

where this information will be sent to:

(Under SPAM legislation and the QLD Privacy Act, marketing material should only be sent when people have positively opted in)

Demographics - Please tick all the group/s that your production appeals to:

Children under 8 years Children 8-12 years 13-18 years 18-30 years 30-60 years Over 60 years
School Groups For Mature Audiences Only Other:

Marketing requirements:

In order to take advantage of the marketing opportunities included as part of the Ticketing Event Creation fee, please provide the following:

Minimum 1 - 2 hi-res (1MB+) images Production synopsis 25 x A3 Posters 500 x DL Flyers Media Release

Additional requirements:

Please indicate if you wish to receive advice and/or further information about additional paid marketing opportunities:

In-house printing (posters, brochures etc.)

Publicity/media (interviews etc.)

Press advertisements (local newspapers etc.)

Radio advertisements

Television advertisements

Shopping centre advertising/promotions

Dedicated targeted e-blast @ \$150 inc gst

Advertising Flag @ \$460 inc gst per flag for 1 month, additional \$100 per month thereafter.

▶ DECLARATION

I/We, authorise to sign on behalf of the hirer, 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