

TICKETING AND MARKETING FORM

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

► HIRER/PROMOTER DETAILS

Production 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 A Hall B Hall A & B

Lynette Denny Space North Foyer Meeting Rooms

Reserved Seating OR General Admission
Tickets are numbered for allocated seating. Tickets are not numbered & patrons sit anywhere they choose.

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

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).

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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 \$12.00 value	\$2.50
Booking fee per ticket from \$12.00 - \$24.99 value	\$3.50
Booking fee per ticket from \$25.00 - \$49.99 value	\$5.00
Booking fee per ticket from \$50.00 & over value	\$5.50
The first 10 complimentary tickets	No Charge
Per complimentary ticket printed thereafter	\$1.60
Processing fee on all transactions - cash, eftpos and credit card	3%
Ticketing event creation per event, includes:	\$122.00
<ul style="list-style-type: none"> ► 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 in 'What's On' quarterly brochure and distributed to partners and businesses ► Show/event brief and image featured in Daily Mercury print advertising ► 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 ► 25 x A3 posters and 500 x DL flyers to be supplied by Promoter Will be displayed in-house and distributed to around the Mackay Region ► 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 and image sent to local media upon sale announcement or 6 weeks prior to event 	

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▶ WORDING ON TICKETS

Name of hirer/promoter:
Presents: (name of event)
(Free text 1 additional information on your ticket):
(Free text 2 additional information on your ticket):
Date and time:
Age restrictions:

▶ TICKET PRICE

Total price only will be shown on tickets

The ticketed price must be reflected as a single total price in accordance with the Live Performance Australia (LPA) Ticketing Code of Practice. e.g. \$91.50 (promoter/hirer price) + 5.50 (booking fee) + \$3.00 (processing fee 3%), total ticket price of \$100 to be advertised.

For budgeting purposes, please take this into account when calculating your ticket price.

TICKET	TOTAL PRICE	BOOKING FEE	ESTIMATED PROCESSING FEE	PROMOTER / HIRER PRICE
1. Adult	=	-	-	
2. Friend of the MECC/MECC Member	=	-	-	
3. Concession	=	-	-	
4. Pensioner	=	-	-	
5. Students (Highschool/ Tertiary)	=	-	-	
6. Children/Juniors (Under years)	=	-	-	
7. Group (Min number)	=	-	-	
8. Other	=	-	-	

▶ COMMENCEMENT OF TICKET SALES

DAY	DATE	TIME	ON SALE TYPE

*On sale type - general public, pre sale, fan club, MECC members pre sale

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▶ 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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▶ 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.

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▶ PROMOTER/HIRER OPT IN

Do you want a list of email addresses of patrons who attend your show/event who have opted in to receive further communication from you?

YES NO

*This must be confirmed before event set up. Once an event is on sale, this option cannot be added. If a patron nominates to receive marketing information from you, their email address and name will be sent to the below nominated email address. The MECC does not receive any reports on who has opted in, therefore the list of emails will need to be recorded and monitored by you as they are sent through to your nominated email address.

Please provide an email contact to which the email addresses can be sent:

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

▶ 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/>

▶ MERCHANDISE

Are you planning to sell merchandise?

If the MECC is required to provide sellers, you must advise at least 2 weeks prior to the event.

A commission of 10% gross sales from merchandising is payable to the MECC.

The MECC 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 for \$56 per hour, per seller (minimum two hour block).

Please email mecctickets@mackay.qld.gov.au to arrange merchandise sellers.

If the MECC will be settling the merchandise to a company other than hirer - please provide full details of the merchandise company 2 weeks prior to event.

A sales person will be provided by: hirer venue

NUMBERS OF SELLERS REQUIRED	DATE	TIME

Please advise the type of merchandise you will be selling:

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▶ MECC BRAND GUIDELINES

Marketing requirements:

Our marketing team will be in contact once your event has been confirmed.

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



A BUSINESS UNIT OF
MACKAY REGIONAL COUNCIL



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

- Children under 8 years Children 8-12 years 13-18 years 19-30 years 31-60 years Over 60 years
 School Groups For Mature Audiences Only Other:

▶ 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:

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