

TICKET POLICY

- a. Ticket distribution/sales are to be conducted in a fair manner to all Briar Hill residents.
- b. Advanced advertisement of sales to the Community should be made at least three (3) weeks in advance of the sale start date (earlier if possible).

Tickets are to be offered to Briar Hill residents and their guests first for a minimum period of three (3) selling dates, one of which must be in the am, one in the pm and one in the evening (unless event is full after any of the previous selling dates). A clearly worded statement is to be included in the initial advertisements and communications indicating when sales would be available for Green Briar residents and their guests. The statement is to be worded to not cause misunderstanding.

- c. Ticket sales for Events co-sponsored by Briar Hill and Green Briar residents will follow 10.b except tickets will be sold to Briar Hill and Green Briar residents at the same time.
- d. Ticket pricing must be calculated on a 'BREAK EVEN' basis and is to be determined by estimating ticket sales and expenses from past event successes which will ensure a 'break even' point. Attempt should be made to have revenue in excess of break-even which will form a contribution to the Centre (see 4.c).
- e. Priority is to be given to Briar Hill residents for all Activities and Events. Volume ticket purchases are to be limited to ensure the broadest availability to residents. Maximum volume sale is a quantity of four (4) per household. The number of tickets allowed to any one household is set to ensure the broadest access to all Briar Hill residents.

Ticket sale dates are to include time when tickets will be on sale. Ticket sales must not commence prior to the scheduled start time to ensure fairness for all residents to obtain tickets.

Maximum of twenty (20) tickets may be pre-sold only to the Organizing Committee and to persons participating in the organization and running of the event (not to exceed the 20 tickets/household maximum).

- f. Volunteer Participation in Events:

There may be Events where volunteers are not able to fully participate in the event due to performance of their duties. Coordinators may, with preapproval by the BHCC Board, provide discounted or free tickets to a minimum number of volunteers. These costs must be identified to the Board as soon as known and be accounted for in the final report for the event.