

# 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).

### IMPORTANT

Due to COVID-19 doors to the Foyer must open 90 minutes prior to event start time.  
Doors to Auditorium/ LDS/Halls must open 45 minutes minimum prior to event start time.

BOX OFFICE: 07 4961 9777

## ► 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%        |
| <b>Ticketing event creation per event, includes:</b>  | \$122.00  |
| <ul style="list-style-type: none"> <li>► Ticketing set up</li> <li>► Show/event brief and image on the MECC website (<a href="http://www.themecc.com.au">www.themecc.com.au</a>) with direct link to purchase tickets online</li> <li>► 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</li> <li>► 25 x A3 posters and 500 x DL flyers to be supplied by Promoter<br/>Will be displayed in-house and distributed to around the Mackay Region</li> <li>► Placement on venue in-house display screens</li> <li>► Listing in MECC 'On Sale Now' publication available in-house for patrons and visitors of the centre</li> <li>► Press release and image sent to local media upon sale announcement or 6 weeks prior to event</li> </ul> |           |

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## ▶ WORDING ON TICKETS

|  |
|--|
| <b>Name of hirer/promoter:</b> .....                                 |
| <b>Presents: (name of event)</b> .....                               |
| <b>(Free text 1 additional information on your ticket):</b><br>..... |
| <b>(Free text 2 additional information on your ticket):</b><br>..... |
| <b>Date and time:</b> .....  |
| <b>Age restrictions:</b> .....                                       |

## ▶ 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](mailto: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.

## ▶ PROMOTER/HIRER OPT IN

Do you want to be able to log in and retrieve information from patrons who attend your show/event and have opted in to receive further communication from you?\*

YES  NO

\*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).

Please select how you would like to contact patrons:

**Email**      **Mail**      **SMS**

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:** .....

## ▶ 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 6 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 note if you require a merchandise sellers they will be rostered on 60 - 30 minutes prior to merchandise start time to count and set up merchandise.

Please email [mecctickets@mackay.qld.gov.au](mailto:mecctickets@mackay.qld.gov.au) to arrange merchandise sellers.

Due to the MECC being a cashless venue, the merchandise will be settled post event (included in the settlement).

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

A follow up email will be sent 6 weeks prior to the event to confirm merchandise requirements.

A sales person will be provided by:  hirer  venue

| NUMBERS OF SELLERS<br>REQUIRED | DATE | TIME |
|--------------------------------|------|------|
|                                |      |      |

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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](http://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](mailto: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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