**TICKETS**

**MTAB** utilizes PurplePass for online ticketing. [www.purplepass.com](http://www.purplepass.com)

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All evening performances require tickets for assigned seating under the canopy. Each producing organization has access to tickets on the west side of the center section and the entire west side, less all wheelchair and companion locations which are managed by Miller’s box office.

Organizations may request up to ½ of the house or approximately 800 seats. However, we recommend requesting only the number of seats that you honestly believe you will use. PLEASE do not ask if you can have more front row seats for VIPs. The answer will always be NO. You are expected to carefully manage your seat allotment. Depending on the number of tickets you require, we will provide hard tickets or will provide limited access to the ticketing system so you can assign seats to your VIP’s and supporters.

Current policy is that the public can access tickets starting at 10am one day prior to the performance date up until noon on the day of performance. (Currently, less than ½ of ticket holders are attending the performances.) The Box Office will open one hour before the performance to distribute Will Call and any remaining seats.

PLEASE encourage your patrons to be in their seats a minimum of 15 minutes before the advertised start time of your production. Currently, once the performances begins, unoccupied seats are available to those who did not get tickets in advance. Once seats are released, we cannot and will not guarantee seating for anyone, VIP, elected official, board members, etc.

**DO NOT USE THE WORD “RESERVED” WHEN REFERRING TO TICKETS AT MILLER!!** Patrons assume that they can call the Miller box office to “reserve” a seat, which they cannot. Reserved implies that the seat is “saved” for someone. All unoccupied seats at Miller are released 5 minutes after the beginning of performances so seats are not “reserved” or “saved.” Using the correct language reduces confusion. Preferred language: *Tickets for assigned seating under the canopy*.

Also remind your VIP’s that there is **no late seating** at Miller….that, too, indicates that their seats would be “saved” or “reserved” and they aren’t. Once the performance begins, those without tickets can sit in any empty seat. Ticket holders who arrive late are not guaranteed a seat and certainly not the seat for which they have a ticket.

**HOW TO USE TICKETS AS A FUNDRAISING TOOL**

Grantees may use their portion of Miller Theatre tickets as a fundraising mechanism as long as you follow the rules above. Here are some examples:

Support XYZ organization with a tax deductible donation of $xx and we will set aside x number of tickets for assigned seats under the covered pavilion.

No tickets? Bring a cozy blanket or lawn chair and enjoy the show from the Miller Theatre lawn, the perfect place for a picnic and a show!”

Do not use language that implies the sale of tickets. No “pre-sale.” No “Buy Now” buttons. You are asking for support to help you meet your mission.

It’s all about perception: For those organizations that have multiple performances, you may NOT make the “tickets for contribution” offer here at Miller Outdoor Theatre. When you do that, the public assumes that Miller is suddenly selling tickets. All transactions for the Miller tickets should take place before you arrive at Miller: on your website, via regular mail, at special donor events that happen before your Miller date(s), etc. Donors may still pick up their tickets at your VIP table. **But, please don’t offer “tickets for contribution” for another night of your performances at your VIP table or any other location at Miller Theatre.**

Those of you who have a subscription series for performances at other venues may certainly sell those subscriptions when you are here at Miller. It is a great time to do that! And, be sure to have marketing information available.

***IF YOU HAVE QUESTIONS ABOUT THIS, CALL CISSY. 832-487-7127***