



PALACE THEATRE

710 Dundas St. E.

519.432.1029



TICKETING SERVICES

The Palace Theatre Ticketing system (PBO) is an affordable ticketing option for the artistic community no matter where they produce their work or what type of art they are creating.

The Palace provides full service ticketing for theatrical, dance, spoken word, festival or any other type of events you may need ticketed. Our philosophy is to provide good service at a fair price to theatre groups who are under resourced and unable to provide their own ticketing service. From large theatre companies running a festival with thousands of patrons to a small opera showcase for audience of 60 people, it can be done here.

Our standard services are comprehensive and include in person, telephone and online sales: Your patrons will be able to purchase tickets 24 hours a day 7 days a week, from our web site. They will be able to call or come to our office and speak to a knowledgeable and friendly Box Office representative. Our service is designed to work with the needs and preferences of each of your patrons.

We work with both producers and artists to create a box office that is responsive to your needs. Would you like to send out electronic advertising to our mailing list? Do you need someone to handle group sales? We can do all of this and more. The cost of establishing external box office services can be prohibitive for many companies. Therefore we strive to provide you with the best service possible, while doing it within your budget.

Our service is constantly evolving as we work to accommodate your needs. If you can think of something you want us to provide for you, please ask us, we may just be able to help you out.

OUR SERVICES

What we Charge

We charge a reasonable set up fee based on the size of your venue, the length of your run and your seating arrangement. The set up fee works on a sliding scale based on the intensity of the programming required. Generally speaking producers pay approximately \$50 for this set up.

Each ticket purchased through the PBO is charged a \$2.50 service fee. This ticketing fee is charged to your patron not to you.

The breakdown of these payments? The set up fee covers the PBO manager's programming time as well as overall management of your sales. The \$2.50 fee to the patron (which is charged on

every ticket sold through the PBO online or over the phone- not in person) is to cover the staff time, the cost of the ticket stock, and general upkeep on our systems.

The only additional cost for using the arts box office is a 2.65% Credit & Debit card transaction charge. This is taken off the final box office cheque and is based on the total value of credit card transactions. This is a direct cost charged to us by the credit & debit card processing company and we deduct it from you at cost.

Ticketing:

You are free to set your ticket prices as you wish. Not sure what to set your prices at? Should you advertise the full price? A PBO staff member would be happy to advise you on pricing and answer any questions you may have. In addition to your ticket price your patrons will be charged a \$2.50 processing fee. We do not charge taxes on any of our ticketing services or charges.

Eblasts

In order to help you reach more potential audience members we can include your event in our newsletter that gets sent to over 1500 people on our mailing list. We require an ad from you to insert, you can provide us with plain text or a fancy .jpg whatever you prefer. Size may be limited depending on how many other events are happening within our box office & at Theatre. There is no charge for this service.

Web Updates

If you get a good review, or have a press release you would like linked to your information on our website, feel free to send us the link and we'll add that to your information so that your patrons have all the information you want them to have.

Program Ads

The Palace Theatre is always interested in helping to promote events around London. If your marketing team wants to work with ours to have an ad for your event put in our program we are more than happy to do that with you. Your ad will be seen by all patrons who attend Palace shows. This option is not free however; we are always open to working with companies to find the most economically sound options for you.

Flyers & Posters

Your poster and postcards are more than welcome in our lobby, simply drop them off any time to the Box Office and the staff will distribute them for you. We'll let you know when we've run out!

Inserts

Contact your PBO rep to provide us with inserts for our programs, this service is charged at \$50 per performance, per night. You can either provide us with the inserts or we can print them for you at a cost of \$.02 cents per copy, for full colour inserts the cost is \$.10 cents per copy.

For all advance sales, the PBO collects patron name, phone numbers, email addresses and mailing addresses. You can request to be sent this information at anytime, and the PBO will provide you with a full list of patrons at the end of your event.

HOURS OF OPERATION

The PBO is open year round, from Monday through Friday from 10 to 5. Our website is always up and running. Your patrons can purchase their tickets 24 hours a day, 7 days a week by visiting www.palacetheatre.ca

Your Patrons can visit us in person too! The PBO can be found at 712 Dundas St. East, London, N5W 2Z4

Your patrons can call during box office hours to speak to a representative and book their tickets over the phone. Our number is 519-432-1029

OUR SYSTEM AND SOFTWARE

The Palace Box Office is powered Arts Management. User friendly, customizable ticketing software. With AM, we have the ability to reserved and general admission layouts; have scaled pricing, design festivals, subscription packages and special events. With this software we can host your event on our website so your patrons can book tickets to your event from the comfort of their home

The PBO accepts all of the most common forms of payment - we accept, Visa, Master Card, Amex, Debit, Cheques and cash