

Ticketing – How to Define Price Schemes

<i>Speech</i>	<i>Cursor Actions</i>
<p>Before watching this video, watch these:</p> <ul style="list-style-type: none"> • Ticketing – Overview • How to define venues and seat blocks • How to define discounts and surcharges 	<p>Show slide: Before watching this video, watch these:</p> <ul style="list-style-type: none"> • Ticketing – Overview • How to define venues and seat blocks • How to define discounts and surcharges
<p>A pricing scheme specifies the price of each seat in a particular venue. There may be several price schemes for a single venue. You may have different pricing for Friday night performances than for Sunday matinees. You may have different pricing for one performance than for another.</p>	<p>Show Slide: Specify the price of each seat in a venue.</p> <ul style="list-style-type: none"> • Several price schemes for one venue • Friday night versus Sunday afternoon • Different pricing for each performance
<p>In your Sumac console, click Utilities, Customize Database, and Lookup Lists.</p>	<p>Show console. Expand Utilities, Customize Database, Lookup Lists</p>
<p>Choose the Area: Tickets, then click the Lookup List: Price Schemes.</p>	<p>Click Area: Tickets, Click Lookup List: Price Scheme.</p>
<p>Click New to add a new price scheme.</p>	<p>Click New</p>
<p>Choose the Venue from the drop-down menu.</p>	<p>Choose Venue: Central Ballroom 40</p>
<p>Specify a Name and Description for the Price Scheme.</p>	<p>Enter Name: Central Ballroom Evening Pricing Enter Description: Pricing for evening performances in Central Ballroom</p>
<p>Indicate the number of prices. This will always be at least one, but there may be more prices if you offer discounts. For now, enter “1.”</p>	<p>Enter Number of Prices: 1</p>
<p>You can enter the primary price in the Base Price Field. Enter “50” for the base price. But note that the Base Price can be zero if this price scheme is for a free event.</p>	<p>Enter Base Price: 50</p>
<p>If there is a mandatory donation associated with each ticket, then specify the amount of the donation. You can specify that the mandatory donation is a currency amount, like \$5, or a percentage of the total ticket price. For example, perhaps there is a mandatory donation for this price scheme, which is 10% of the ticket price.</p>	<p>Enter Donation: 10</p>

If the donation amount is a percentage, put a check mark here.	Put check mark next to “Donation amount is a percentage”
If you plan to offer discounts for this price scheme, choose the discounts that are available from the Ticket Discount drop-down menus.	Choose two discounts
Note that if you specify discounts, you must update the Number of Prices field accordingly. The Number of Prices should equal the total number of discounts plus the base price. For this example, we're offering two discounts, and the base price is \$50, so the total number of prices is three.	Update Number of Prices to 3
If there are standard surcharges, like taxes, that may be charged on each ticket order, then choose them here.	Choose Surcharge: Sales Tax
If you want finer control over the pricing of seats, click the Details button.	Click “Details”
This window enables you to manually edit the base price, and discounted prices, if any were specified, for each seat block in the venue. This is particularly helpful for venues where tickets closer to the stage cost more than tickets further from the stage.	
You'll notice that for each price level, Sumac shows you the price of the ticket, then the amount of the mandatory donation.	Point to the two numbers for each price level.
Click and edit the ticket price, and donation amount, for each price level in each seat block.	Show this for each seat block.
Click OK, and Sumac updates the pricing.	Click OK.
Click OK to save this Price Scheme.	Click OK
<i>You should now move on to more training videos to learn more about setting up and using Ticketing in Sumac!</i>	Slide: “Move on other Ticketing How-to Videos”