

## Ticketing – How to Define Packages (Subscriptions)

<i>Speech</i>	<i>Cursor Actions</i>
<p>Before watching this video, watch these:</p> <ul style="list-style-type: none"> <li>• Ticketing – Overview</li> <li>• How to Define Venues and Seat Blocks</li> <li>• How to Define Discounts and Surcharges</li> <li>• How to Define Price Schemes</li> <li>• How to Define Other Ticketing Lookup Lists</li> <li>• How to Create an Event</li> <li>• How to Define Event Groups</li> </ul>	<p>Show slide: Watch these first:</p> <ul style="list-style-type: none"> <li>• Ticketing – Overview</li> <li>• How to Define Venues and Seat Blocks</li> <li>• How to Define Discounts and Surcharges</li> <li>• How to Define Price Schemes</li> <li>• How to Define Other Ticketing Lookup Lists</li> <li>• How to Create an Event</li> <li>• How to Define Event Groups</li> </ul>
<p>A package is a combination of multiple tickets, usually to multiple events, sold for a fixed price. A common type of package is a season’s pass which offers a ticket to each of several performances. A package let's you specify powerful rules that limit minimum and maximum tickets for each event.</p>	<p>Slide: A Package combines multiple tickets sold for a fixed price. For example:</p> <ul style="list-style-type: none"> <li>• Season Pass</li> <li>• Festival Pass</li> </ul>
<p>To set up Ticket Packages, expand Events, and click Events.</p>	<p>Show console. Expand Events. Click Events</p>
<p>Click the Show Packages button.</p>	<p>Click Show Packages</p>
<p>This opens an additional scrolling list for Packages, to the right of the list of events.</p>	<p>Point to Packages area</p>
<p>Click “New” to start defining a new package.</p>	<p>Click New</p>
<p>First, give your package a name.</p>	<p>Enter Name “2016 Season Pass”</p>
<p>You can specify a Season,</p>	<p>Select “2016 Season”</p>
<p>And an Account Code for recording revenue from sales of this type of package.</p>	<p>Choose “Ticket Order” account</p>
<p>Specify the number of packages you have to sell. This is used by organizations who only have a limited number of certain packages to offer. For this example, we'll assume there is no limit to the number of packages available.</p>	<p>Point to # of Packages to Sell</p>
<p>When a patron buys the package, the patron is able to choose tickets from the events or event groups that make up the parts of the package. Each individual ticket has a weight measured in “units.” Tickets to some events may be worth more units than tickets to other events that aren't quite as high profile or popular. Specify the maximum ticket units allowed here. Let's assume this package contains 10 units. We'll learn more about how these units are used later on in this video.</p>	<p>Point to Maximum Count</p> <p>Enter Maximum Count: 10</p>

Specify up to 10 price points or discount levels at which the patron can purchase the package. Let's assume the Base Price for this Package is \$100. The base price will not be discounted, so choose No Discount level for the base price.	Enter Base Price: 100
Select other discounts being offered for the package.	Choose a discount
And Sumac calculates the cost of the package, with that discount applied.	Point to calculated price. Continue specifying a few discounts
We can also apply surcharges, if appropriate. For example, perhaps Sales Tax applies when these packages are purchased.	Specify Sales Tax Surcharge
Once the pricing has been defined, add parts to the packages. A part is either an event, or an event group. Click New to add a new Package Part.	Click New
Choose the first Event, or Event Group, to add to this Package.	Point to Event Point to Event Group Click Choose Event. Select an Event
Indicate both the minimum and maximum number of tickets a patron may choose for this event.	Enter Minimum: 1 Enter Maximum: 5
Often a single ticket to an event is a single unit in the package. But if a particular event is worth more – perhaps a particularly lavish performance – then you can specify that the event counts for multiple units. Specify the number of units by entering a multiplier bigger than 1. This weight is used to ensure that tickets chosen from a package do not exceed the Maximum Unit field in the Event Package.	Point to Multiplier field  Point to Maximum Ticket Unites Allowed field
For example, let's assume that this event is very highly anticipated, so you want to assign more weight to tickets for this event. Assign a multiplier of “2,” and any ticket chosen for this event will be worth two units of the total package.	Enter Multiplier: 2
The prices in a Package Part indicate the portion of the overall package price that should be allocated to tickets in each part.	Assign Prices
Click OK to save this Package Part.	Click OK

<p>Continue these steps until you have added all the Parts to this Package.</p>	<p>Click New  Click Choose Event. Select an Event  Enter Minimum: 1  Enter Maximum: 5  Assign Prices  Click OK</p> <p>Click New  Click Choose Event. Select an Event  Enter Minimum: 1  Enter Maximum: 5  Assign Prices  Click OK</p> <p>Click New  Click Choose Event. Select an Event  Enter Minimum: 1  Enter Maximum: 5  Assign Prices  Click OK</p>
<p>Once you have finished adding all the Package Parts, click OK to save this Package in your database.</p>	<p>Click OK</p>
<p><i>You should now move on to more training videos to learn more about managing Events and Ticketing in Sumac!</i></p>	<p><i>Slide: "Move on other Ticketing How-to Videos"</i></p>