

Ticket Sales – Advance

The job of Advanced Ticket Sales is combined with Mail Order Tickets.

In previous years, the Graphic Artist designed a ticket (see samples that was used for the Advanced Ticket Sales.

In 2009, The Quilt Show co-chairs decided to use a wristband as the Show Admission Ticket. This wristband was attached to a Postcard and given out for Advance Sales.

The Postcards also had all the Show information on it as well as how to purchase advance tickets by mail. These postcards were placed at many quilt shops in the area, at quilt shows, and sent to shops outside our area. They were also sent to museums; chamber of commerce's, art galleries, and quilt guilds in central and northern California.

The quilt stores that sold Advance Tickets for us were contacted in late 2008 for a confirmation that they wanted to sell tickets for us. Ticket/money pouches were made up that contained the Advance Tickets, and where the monies were to be stored. The pouches also had a label on the outside (see sample) that gave all pertinent information. No change was included in the pouches.

Pouches and cover letters, plus 2 complimentary tickets, and a poster were delivered to each quilt shop in early January, 2009, and were picked up in the week after the quilt show ended. Postcards were also given to the shops at this time. Iris made up some small display stands to notify customers that tickets for our show were available at the shops. A pouch needs to be made for tickets sold at PVQA meetings.

I recommend that shops that sold 5 or less tickets be dropped from the Advance Ticket Sales list.

I also recommend that any shops that participate in our show bring the ticket/money pouch with them on Friday when they set up their booth—this will save you a trip after the show to pick up their pouch.

Any monies that are given to the Treasurer must include an expense form and list the shop name and number of tickets sold and/or name and number of Advance tickets sold by mail.

All monies are to be turned over to the Treasurer by the March Wrap meeting of the Quilt Show.

Tickets should also be available to purchase at the PVQA General Membership meetings.

Heidi Beltz-Sandkuhle
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