



## ARTSOPOLIS - TOSPS PROGRAM

In hosting your event at **Theatre on San Pedro Square**, our goal is for your event to be as successful as possible. To help achieve this goal, we have constructed a program in partnership with Artsopolis.com to provide exposure for your event at no charge to you.

### What is Artsopolis?

Artsopolis.com is the Silicon Valley's ultimate online guide to Arts and Culture, offering a comprehensive calendar of events with reviews and ratings. Arts-related events are searchable by discipline, venue, organization, date range, and keyword, and it provides a place to post reviews and artist profiles.

Artsopolis also offers online ticket sales for listed events. In addition to full-price online ticketing, Artsopolis offers **eSavers**, a weekly email that offers half-price tickets to events to a list of 16,000 subscribers.

There is no set-up charge for any of these recommended services as part of the **Artsopolis-TOSPS Program**.

### Submit Your Event For Increased Exposure:

By submitting your event to Artsopolis, your event will appear on its events calendar, as well as on a number of other local sites "powered by Artsopolis," including the San Jose Convention and Visitors Bureau, Inticketing.com, the Silicon Valley Community Newspapers, San Mateo County, City of Saratoga, and the San Jose Downtown Association. The listing is free, but a range of website banner ads and email marketing options is available at [reasonable rates](#).

Get started by submitting your event at <http://www.artsopolis.com/submit/event>. From your web browser, fill in the event information as completely as possible. Artsopolis will take care of posting your event on its online calendar and in its event database. Once your event is posted you can begin uploading photos, and even video, about your event.

### Online Ticketing:

Online ticketing is a quick and convenient way for your customers to purchase tickets 24 hour a day. Even if you are using another online ticketing service, allocating some tickets through Artsopolis helps to maximize exposure and availability of ticket sales. Furthermore, Artsopolis online ticketing automatically captures the email and postal addresses of patrons, which you can then use in targeted marketing campaigns, surveys, and thank you notes.

A minimum allocation of 10 tickets is all it takes to get started. There is no set up fee and your event or entire season can be usually set up within 24 hours. A maximum fee of \$2-\$4 to consumers keeps tickets affordable with no surprises at checkout. Tickets prices can be structured with multiple price points, volume discounts, early discounts, subscriptions, vouchers, passes, etc. A nominal 3.25% fee is charged to the promoting arts group, a check for the ticket income is mailed to you within two weeks after the event.

Put a "Buy Tickets" button on your website. Artsopolis will provide the icon and html code to allow users to buy tickets with the click of a mouse from your website. Artsopolis also handles any customer support questions that arise with buying tickets, so there's no extra work for your arts organization. **Theatre on San Pedro Square** will also post a "Buy Tickets" button on its main page if you choose online ticketing.

You will be given login information so that you can see how ticket sales are progressing or change ticket availability. If online allocations are depleted, customers can be directed to a phone number. [Use the form on the next page to sign up for online ticketing](#).

### eSavers Program:

Artsopolis eSavers is one of the Bay Area's best-known sources for discount tickets. Whether or not you are using online ticketing, increase ticket sales for your event by promoting half-price tickets through this email program. Sign up for eSavers by going to <http://www.artsopolis.com/submit/esaver> and filling out the online form.

**For any question about the Artsopolis-TOSPS Program contact Susannah Greenwood, (408) 998-2787 x222,**

# ARTSOPOLIS Online Ticketing Form

EVENT TITLE: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Please fill out this form and print as a pdf,  
then email as an attachment to Susannah  
Greenwood, [susannah@artsopolis.com](mailto:susannah@artsopolis.com).

**NUMBER OF TICKETS, DATE, AND TIME OF EACH PERFORMANCE:** Please indicate if any of these performances are Previews, Gala Openings, have age restrictions, or include any extra benefits.

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No. of Tickets: \_\_\_\_\_ Special Consideration: \_\_\_\_\_

**TICKET PRICES:** Please identify all price points and describe each (e.g., \$10 Adult, \$5 Student, \$15 Balcony, Thurs \$15, Fri \$20) \_\_\_\_\_

**EVENT DESCRIPTION:** \_\_\_\_\_

\_\_\_\_\_ This event is appropriate for what ages? \_\_\_\_\_

Ticket Sales Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ (Default end of sales for each performance will be 3:30pm the day of the event or 3:30 the day BEFORE the event for performances beginning before 5:30pm. You WILL be able to change this time and date in the system, but having a preferred date and time when we set up the initial event will certainly save you time.)

**COMMENTS:** Any customization or other helpful information needed on confirmation? \_\_\_\_\_

**TICKET NOTIFICATION INFORMATION:** (We need to know where to send password and login information so that the appropriate box office people can login to the ticketing system and pull the will call list for your performance. You will use this report to check off patrons who come to your will call window on the day of the event.)

Sales report, box-office manager email: \_\_\_\_\_

Box office phone number to direct patrons to when online sales are sold out or ended: \_\_\_\_\_

## CONTACT INFORMATION:

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

FOR FIRST-TIME TICKETING WITH ARTSOPOLIS:

Make check out to: \_\_\_\_\_

Send payment to: \_\_\_\_\_

*Thank you for using*

