

COMPTROLLER POLICY MANUAL

	POLICY: CMP 306
	Section: 300 Deposits of University Funds
	Page 1 of 2
	Responsible office: Comptroller
	Origination date: 01/01/2000
Subject: NAU Event Ticket Sales	Effective date: 11/23/1993
	Revision date: 03/22/2021

PURPOSE

To set minimum standards, consistency, and greater assurance as to how tickets are purchased, distributed, and reported. This policy is compulsory at physical and virtual events held at NAU facilities where one or more of the following criteria are met:

- a. Access requires payment that will be received directly or indirectly as a university revenue.
- b. There is a need for assigned seating or total venue capacity control per Fire Marshal occupancy calculations or other regulations.
- c. There is limited amount space available or other need to control access via specific eligibility criteria that must be met.
- d. Official reporting outcomes require an auditable or third-party record of attendance.

SOURCE

University policy

BACKGROUND

NOTE: This policy shall not conflict with the university's current exclusive ticketing agreement.

Events

- All NAU-sponsored events (such as entertainment, sports, dinner theater, etc.) **FOR WHICH AN ADMISSION PRICE IS CHARGED**. "NAU-sponsored" includes events sponsored/held by NAU departments or any sub-unit thereof including student clubs.
- Any Non-NAU Sponsored event held on the NAU campus, even though sponsored/promoted by an off-campus organization.

Contract Authorization

Only authorized NAU personnel may sign contracts on behalf of the university. This includes contracts for the purpose of securing NAU events and the rental/use of NAU buildings and other facilities. The Board of Regents authorizes the University President to:

1. Execute contracts and other written instruments on behalf of the Arizona Board of Regents.
2. Delegate signature authority to other University staff members for limited purposes. Please contact [Contracting and Purchasing Services](#) for a list of authorized signers.

COMPTROLLER POLICY MANUAL

 NORTHERN ARIZONA UNIVERSITY	POLICY: CMP 306
	Section: 300 Deposits of University Funds
	Page 2 of 2
	Responsible office: Comptroller
	Origination date: 01/01/2000
Subject: NAU Event Ticket Sales	Effective date: 11/23/1993
	Revision date: 03/22/2021

Facility Managers for Reservation Requests

<https://nau.edu/campus-services-and-activities/reservations/>

ALL TICKET SALES MUST BE MADE THROUGH THE NAU CENTRAL TICKET OFFICE.

All events held at NAU facilities that include an in-person component must register through the Campus Event Operations and Support office via the [Event Information Form](#).

1. The [NAU CENTRAL TICKET OFFICE \(CTO\)](#), must be contracted to issue tickets for events covered by this policy. The CTO service includes the following features to provide control over revenue from event ticket sales; barcoded tickets; an audit trail in the form of a daily, detailed journal report; an "event audit" showing the number of tickets sold at what price and the total revenue from the event; and daily intact deposit of ticket sales proceeds.
2. Release of "sold seats" is prohibited without the express consent of the ticketholder in compliance with university venue capacities per the NAU Fire Marshal FLS Fire Protection Manual. Consignment sales are generally prohibited. Exceptions are approved at the sole discretion of the CTO Manager.
3. Ticket sales in advance of the event will be administered through the CTO located in the University Union. Ticket Sales at the door of the event will be administered by the CTO staff.
4. Security over gate sales proceeds: Security for the Box Office may be required for some events. It is the responsibility of the event sponsor to contract and pay for security personnel.
5. The CTO Manager will be responsible for implementing the policy related to event ticket sales on campus. NAU employees who are planning an event must contact CTO Manager as far as possible in advance of the event, and at least 5 days in advance of when ticket sales are to begin.
6. CTO will transfer the proceeds from the event to the sponsor. Proceeds from ticket sales cannot be transferred to sponsors prior to completion of the event due to the possibility that the event may be cancelled, in which case patrons will look to CTO for their refund.
7. Events are subject to per ticket charges including but not limited to: CTO service fee, transaction fee, set-up fee and labor fee. Fees reflect considerations of the fair market value charged by comparable ticketing services, actual expenses incurred in providing the services and inflation. Fees subject to change at any time.
8. **Advertisement of any event should not take place until a contract with CTO has been executed.**

CROSS-REFERENCES

[Central Ticket Office](#)