



# Ticketing and Merchandise Sales Policy

## Policy Information

**Date Established: March 29, 2022**

**Date Last Updated: March 27, 2023**

**Category: Finance**

All events that the Student Association (SA) provides tickets for are supported and subsidized through funding received by the collection of the undergraduate Mandatory Student Activity Fees. This policy is written to ensure that these fees are utilized to the best of our ability, and tickets are made available to as many undergraduate students as possible. Any student or patron may be denied access to, or removed from, any event or activity sponsored in whole or in part by SA without refund if they have violated Student Association, University at Buffalo, or SA's Ticketing Agent's policies rules and/or regulations.

All Sales and ticket give-aways, including but not limited to, event tickets, merchandise, or bake sales must follow SA's approved ticket policies and procedures and must be done through the Ticket Office. In very limited instances sales cannot go through the Ticket Office such as usage of venues that have an exclusive agreement with another ticketing vendor such as the Center for the Arts and Alumni Arena or a contractual obligation requires the use of another system, SA must approve the details of these instances in advance of any ticket sales or giveaways. Upon completion of these approved sales a reconciliation needs to be completed and sent to the SA Finance Department including all ticketing sales data and revenue due to the Student Association.

Clubs and SA Departments cannot collect funds using peer to peer transactions or mobile payment services, including but not limited to Venmo, Square, Zelle, and Google Pay, or any type of service that requires that it be linked to an individual's bank account which is not and cannot be approved by SA or the University and would therefore be in violation of SA, UB and SUNY Policies.

Clubs and SA Departments cannot gamble, bet, host games of chance or do raffles.

Clubs or SA Departments cannot collect cash.

Clubs or Departments of the Student Association who wish to set up a ticket give-away, sale for tickets or merchandise, through the Ticket Office, must complete the appropriate ticket office form to gain approval and to further be set up with the ticket office. The ticket office charges a transaction fee on the sale of all tickets or merchandise.

For admission to events or activities the following ticket rules shall apply:

1. The ticket price for UB undergraduate students must be lower than all other patron types, unless all tickets are free.
2. For all ticket sales, or give-aways, the total number of non-undergraduate tickets should not exceed the number of undergraduate student tickets available for sale for the event or activity.
3. Undergraduate UB students will only be allowed to purchase or reserve one ticket at the undergraduate rate for any SA event or activity.
4. Students must be present with their UB ID to pick up purchased merchandise or physical tickets.
5. The number of scheduled patron price changes shall be limited to 3 patron/ticket types allowed on a form will be limited to 8.
6. No "Flash Sales" reduction in prices after tickets are sold.

7. Comp Tickets will be processed through the Ticket Office or other approved vendor as described above and, for Club Events where tickets are sold, will be limited to:
  - a. Club E-Board Members, with a maximum of 4
  - b. Performers, Speakers, SA, UB, Volunteers, Vendors, and Staff who are actively working the event.

A comp ticket list should be provided with the ticket form submission. The list may be updated and reapproved after the initial event approval.
8. A method of ticket verification should be in use at the door. This can be accomplished easiest by using the available scanners from the Ticket Office.

Clubs may wish to sell merchandise or apparel as a means of fundraising. Certain procedures must be followed, or the sale of such merchandise could be subject to collection and remittance of sales tax. New York State Sales Tax regulations regarding fundraisers for exempt organizations state that if goods are sold in a shop or store environment for an indefinite period of time and are on perpetual display, sale of the merchandise is considered taxable. There are also certain items that a club may wish to sell that are subject to collection and remittance of sales tax regardless of sale location. The following rules shall apply to the sale of all merchandise or goods:

1. All merchandise must be done on a pre-sale basis and will be distributed by the ticket office.
  - a. The Club or Department will set a distribution window with SA and the Ticket Office that will not exceed 30 days in length.
2. All sales must follow the Student Association and University at Buffalo's branding policies.
3. Clubs who wish to sell items for their members to keep after use, such as jerseys or uniforms, must complete pre-sales of the items through the ticket office.
4. All bake sales must be set up as merchandise sales.
5. There is an option for merchandise be mailed directly to the purchaser. The department or club will need to work with the Finance Department for the expense of such shipping to be paid for from their budget line. The estimated shipping cost for non-undergraduate patrons will be charged to the purchaser at checkout.
6. Sales of merchandise or goods shall not be approved for a period that exceeds six months.
7. No merchandise may be put on display at the Ticket Office.

Clubs who wish to sell merchandise or apparel may subsidize, at most, no more than 50% of the cost paid for the items from the distributor with funds from their corresponding club budget line at the sale of the items. For example, if a club purchases an item from a distributor at the cost of \$50, the lowest price they may set for the sale of such an item to students would be \$25.

The Student Association maintains the following authority as it pertains to any ticket office sale held by its departments or recognized clubs with or without notice to the department or club.

1. Set-up ticket or merchandise sales on behalf of a club or department
2. Place any ticket or merchandise sale on hold, which has been set-up by a club or department
3. Cancel a ticket or merchandise sale, which has been set-up by a club or department
4. Adjust, in writing, any ticket or merchandise sale, which has been set-up by a club or department

## Receiving Funds from Sales

Funds will only be transferred to SA after the closing of the sale. The sale start and end date are set by the club or department when they complete the appropriate ticket office form. The transfer of the funds must go through several steps and departments before the money will be available for use. The ticket office only transfers funds once a week and all individuals are encouraged to end sales at least 10 business days prior to the date that the funds need to be encumbered keeping in mind the additional encumbrance timeline.

## Refunds

Tickets for SA events or activities are non-refundable; however, refunds may be issued for any sale due to cancellation or unavailability. Refunds must be processed within 30 days of the original transaction.

## Chargebacks

Credit/Debit card chargebacks will be deducted from the appropriate club or departmental account.

## Abandoned Merchandise

All merchandise or goods that were not retrieved by the purchaser during the Ticket Office distribution window will be returned to the Student Association office. The Student Association will only retain these items for 10 days after the close of the distribution window set with the ticket office. After that it will be considered abandoned. Once it has been deemed abandoned SA may dispose of the abandoned merchandise