



# Event Ticket Accountability Policy

## ADM 46.0

### Business Affairs

Policy Type: Administrative

Applies to: Faculty, staff, student employees, students, and volunteers

## POLICY DATES

*This policy supersedes and replaces all other policies prior to this revised date*

Issued: November 21, 2025

Revised:

Edited by: Tina Stuchell

Reviewed:

The purpose of this policy is to provide consistency across the University as to how tickets for events are purchased, distributed and reported when used by the University, to provide greater assurance that only authorized individuals are gaining access to venues and to comply with federal, state and local tax laws, NCAA regulations and other regulatory requirements. paragraph. This policy applies to all events ticketed by the University.

## Definitions

Term	Definition
Budget Officer	The leader of an administrative or academic office/unit that is responsible for the department budget.
Complimentary Tickets	Tickets or passes which are provided at no cost, even though the ticket or pass may have a value. Generally, these are controlled by the venue conducting the event, and in certain cases, may be part of the agreement with an outside contracted artist or sponsor or provided to a particular group (such as employees or students).
Electronic Ticket	Digital versions of traditional paper tickets, also known as e-tickets or digital tickets. Delivered digitally via email or mobile app. It can be printed off or made available through smart phone. Usually have a unique bar card.
Employee	Person employed (PT or FT) by the University
HomeTown Ticketing Solution	Ticketing sales solution used for the purchase or sale of tickets.
Payment Card Industry (PCI)	The Payment Card Industry Security Standards Council oversee Credit Card standards for data security.
Purchased Tickets	Tickets or passes purchased
Stripe	Payment processor for tickets sold through HomeTown Ticketing Solution
Student Athlete	Enrolled student who is a member of athletic team
Student	Person who is enrolled in the University for classes (FT or PT)
Ticket Steward	Person(s) designated by the University to oversee the sales of tickets.

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#### Policy Details

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This policy applies to all events ticketed by the University.

#### Sale of Tickets

The sale of tickets is currently overseen by the following offices/locations:

- Box Office located within the Giese Center managed by the Office of Communication –oversees the sale of tickets for the performing arts and other non-athletic special events
- Athletics –oversees the sale of tickets for athletic events
- Alumni- oversee the sale of tickets for special events such as 50<sup>th</sup> class reunion, commencement, Schooler lecture.

All ticket sale locations must comply with Payment Card Industry (PCI) Compliancy for the sale of tickets by credit cards. All ticket sales must be processed using Hometown Ticketing software or Touchnet Forms. Any individual that has a need to have tickets sold for an event must contact the University Controller and work through one of the office locations mentioned above. Even if the value of the ticket is \$0, ticket distribution must run through one of these offices. Cash is still collected for ticket sales for certain events. When this is the case, compliance with the Cash Handling policy is required.

Tickets are made available in electronic format, and it is the responsibility of the purchaser to be able to manage the ticket once sold to them in this format. Tickets are distributed via email or the Hometown Ticketing app and can be presented either in paper form (printed) or through a mobile device.

Tickets for special events, such as Commencement, Schooler Lecture, White Coat Ceremony, etc. are overseen by the Office of Alumni Engagement.

Any faculty or staff member hosting an event that requires ticket sales needs to have the approval of their budget officer and must go through the Controller to set up the event for ticket sales.

#### Purchasing of Tickets

- With University Funds:* Any purchase of tickets to events with University Funds requires approval from the budget officer. Units purchasing tickets must have a valid and documented business reason and must monitor and adjust the number of tickets purchased if not used. University units using purchased tickets with institutional funds must demonstrate good stewardship in the use and management of these tickets. If a ticket for an event is used, the unit must provide information on who used the ticket and for what purpose. These tickets are being provided to support the mission and goals of the University and should be used with those goals in mind. Reporting may be required for all tickets whether complimentary or purchased for purposes of accountability to ensure appropriate use.
- Season Ticket Holders:* Athletic events where season tickets are sold on a regular basis are handled by the Office of Athletics. Season Ticket Holders are notified by Athletics at the appropriate time of the year to purchase their annual season tickets. Any questions regarding season tickets should be directed to Athletics.
- Complimentary:* There are times when complimentary tickets are given out to employees, parents, guests and students. If complimentary tickets are made available it is at the request of the office responsible for the event, along with how many complimentary tickets are given out. The establishment of complimentary tickets must be made in writing to the Athletics Office, Alumni, or the Box Office.

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There may be times when it is necessary to report complimentary tickets to the Controller within the Office of Business Affairs.

- a. Mount Union students can attend all Mount Union athletic home events during the regular conference season for free by presenting their Purple Plus card for entry. The free ticket for students is specifically for the student section. If there is a desire by the student to sit in the reserved seats, then a reserved seat ticket must be purchased.
- b. Mount Union employees can get complimentary general admission tickets to athletic events. Purple Plus ID number must be entered in the passcode field when requesting tickets through HomeTown Ticketing software.
- c. All faculty/staff receive 2 free tickets to the following performances:
  - i. Theatre shows are being overseen by the Department of Performing Arts. This DOES NOT include Shakespeare at the Castle.
  - ii. Ticketed musical events are overseen by the Department of Performing Arts. This DOES NOT include performances by the Alliance Symphony Orchestra.
- d. All Mount Union students receive 1 free ticket to the following performances.
  - i. Theatre shows are being overseen by the Department of Performing Arts. This DOES NOT include Shakespeare at the Castle.
  - ii. Ticketed musical events are overseen by the Department of Performing Arts. This DOES include performance by the Alliance Symphony Orchestra and the Alliance Chorale.
- e. No free faculty/staff/student tickets are distributed for the following events:
  - i. Shakespeare at the Castle
  - ii. BSU Fashion Show
- f. Performing arts events for retirees: According to the Office of Human Resources, official retirees and emeritus faculty/staff are entitled to the same tickets as an active employee is, however, these individuals must contact the Box Office directly to order these tickets as they don't have an active purple plus number.

### Report of Ticket Sales

Reports on ticket sales, including any complimentary tickets, should be sent back to Business Affairs after each event or on a regular basis as required by the Controller.

### **Responsibilities**

Position or Office	Responsibilities
Alumni Office	Special Events (50 <sup>th</sup> class reunion, Schooler lecture, etc.)
Box Office	Event Tickets
Office of Athletics	Athletic Tickets
Business Affairs/Controller	Policy & Procedures

### **Resources**

- Cash Handling Policy
- Credit Card Security Policy
- Information Security Policy

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#### Contacts

Subject	Office	Telephone	E-mail/URL
Athletic Tickets	Athletics	(800) 992-6682	Hometown Ticketing App
Event Tickets	Box Office	(330) 821-2565	<a href="mailto:boxoffice@mountunion.edu">boxoffice@mountunion.edu</a>
Policy & Procedures	Business Affairs/Controller	(330) 823-6566	<a href="mailto:businessoffice@mountunion.edu">businessoffice@mountunion.edu</a>