

FREE ADMISSIONS

This policy shall cover the distribution of complimentary and promotional tickets/passes for films, concerts, and all other events sponsored by the Associated Students.

A. COMPLIMENTARY TICKETS/PASSES

Complimentary tickets/passes may be distributed to individuals who fall within any of the below listed categories. Individuals who do not fall within any of these categories are not eligible for complimentary tickets/passes.

- a. Direct Involvement - Those persons who are required to attend the event by virtue of professional involvement with the program, e.g. Viking Union staff, electricians, sound technicians, owners of rented equipment, budget authority, program event coordinator, and others so designated by the event coordinator.
- b. Indirect Involvement - Those persons who have been involved in the execution of the program and receive tickets/passes as partial or total compensation, e.g. ticket outlets, owners of loaned equipment, graphic designers, and others so designated by the event coordinator.
- c. Education - Those persons who receive admission in order to gain an expanded knowledge of the program available at the university or of the particular program, e.g. university administrators, student staff of the sponsoring organization, internal A.S. decision making bodies.

B. PROMOTIONAL TICKETS/PASSES

1. Promotional tickets/passes are defined as a promotional tool which fits into the overall advertising campaign for a particular event. The following applies for the distribution of promotional tickets/passes.
 - a. Notice regarding the distribution of promotional tickets/passes shall be through television, radio or print medias. Word-of-mouth campaigns, for this policy, are not considered a legitimate advertising form.
 - b. The distribution of promotional tickets/passes shall not be based on anything except knowledge of relevant information relating to the event/sponsor or through a random distribution.

Viking Union/Student Activities/Associated Students
Policies & Procedures

2. A list of recipients receiving free tickets/passes shall be filed with the Viking Union Finance Office at least one day prior to the event and prior to the distribution of tickets/passes.
3. The budget authority, in conjunction with the event coordinator, will decide if free admissions will be for the individual only or for the individual plus one guest. In either event, such a decision will be carried out consistently for each of the three categories under complimentary tickets/passes and for the promotional tickets/passes. (Example: it may not be decided to distribute only one ticket/pass under category one, two tickets/passes under categories two and three and one ticket/pass under promotions tickets/passes).
4. Discretion must be used in the number of free admissions which are to be distributed. In no event shall the total number of free admissions distributed exceed ten (10%) percent of the maximum event capacity or 100 tickets/passes whichever is less.

Interpretation and Enforcement: Business Director, Activities Council

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Approved By: Activities Council

Date Approved: 05/26/92

Organization: Associated Students