



HUSD P.A.C. POLICIES AND PROCEDURES



Ticketing at the HUSD PAC

Ticketing for **ALL** events at the Hayward Unified School Districts' Performing Arts Center are to be done through PurplePass at www.purplepass.com. We have a contract with PurplePass to this effect and this is non-negotiable. All events should be ticketed, including free events. It's easy to go to their website and create an account. Once you do, General admission is **highly** discouraged in favor of assigned seating. This helps with long lines before the house opens and audience members have peace of mind that they have a seat that is theirs, not having to worry about someone taking their seat if they move.

There are many benefits to ticketing through PurplePass including;

- Integrations with Eventful and Eventsi, primarily.
- Offers some integrations for marketing and event syndication to different platforms
- Reliable service you use to run the box office and get your event tickets to customers quickly.
- Offer tools such as the ticket widget; where your upcoming events and the ability to purchase tickets for them can be done right from your website.
- All Purplepass organizers have the ability to make short links both for their actual event, but also for their organizer page which shows all of their upcoming events on Purplepass.
- Integration with Pixel, allowing you to track your events and embed event links on Meta based social media platforms such as facebook and instagram.
- You have full control over your event page and ticketing information including statistics, trends, and ability to add or remove coupon codes.
- Use of our brand new POS system and professional ticketing system with tickets that look like you've attended a Broadway show.

What does Purplepass cost?

- Purplepass takes \$.99 per ticket
- All taxes and credit card fees are forwarded onto the consumer unless you choose to absorb those costs.
- A sliding scale from 1% to 2% per ticket is assessed based on the price of your ticket.

All we need from you is to fill out this form once your facilitron reservation is confirmed.

- <https://forms.gle/xWHa5Bb6KPY5dd4L7>

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