



PROCEDURES AND GUIDELINES TICKET SALES

GENERAL

1. The Morton Theatre Box Office hours are weekdays from 10:00 a.m. to 1:00 p.m. and again from 3:00 to 6:00 p.m. Event box office is open one hour prior to the posted event time. Presenters can request that box office staff open for additional time at hourly rates (see rate sheet). Tickets can be purchased 24 hours a day online at www.mortontheatre.com.
2. Due to fire codes, every patron in the theatre must be included in the 500 seating capacity. This includes infants, toddlers, and children. Everyone must possess a ticket for ticketed events; the presenter determines pricing.
3. Patrons of free events must be presented with an entry pass (i.e. tickets, wristbands, stamps, etc.) for movement into and around the theatre. The Morton Theatre Staff takes a metered attendance count during each performance. The Morton staff will not seat any number that exceeds theatre capacity.
4. Please submit your box office request form to the Administrative Office no later than two weeks before your preferred ticket sales date. Failure to provide this information in a timely manner could affect the date your tickets are available for sale. The earlier your tickets are available for sale, the better your sales are.
5. The Morton Box Office works on a point-of-sale basis; no reservations are accepted. Only purchased tickets will be held for patrons at Will Call. Tickets are purchased on a no exchange and no refund basis.
6. The Morton Theatre accepts cash and Visa/MasterCard (also Downtown Athens Gift Certificates). Any checks accepted will be made out to the Presenter or their designee. The Box Office will charge patrons a \$2.50 transaction fee for ticket sales. Patrons receive a discount by using cash or check for their ticket purchases in person only.
7. Any changes to ticket pricing or event details must be submitted in writing via e-mail or fax (706) 613-3773. Morton staff will acknowledge receipt.

8. Tickets purchased in advance by phone or internet will be available for pick-up by patrons during normal box office hours or at Will Call beginning one hour prior to the event.
9. Ticket income collected through credit card and cash sales will be deducted from the final bill at settlement, checks will be surrendered to the presenter. A final settlement check for proceeds over the rental invoice will be processed within 3 business days after the close of the event.
10. We cannot foresee all needs and changes that will arise. Please inform us of problems as soon as they arise, and we will try to work with you to solve them.

When the Presenter Handles Ticket Sales

1. Please inform Morton staff of your ticket purchase locations (or at least a valid phone number). We also ask that this information is printed on your promotional materials to help patrons locate tickets.
2. Your tickets will be available for sale as early as the next business day after you deliver them to the box office. Your event tickets can be printed at the Morton Theatre Box Office and surrendered to you for sales (see rate sheet).
3. The Morton Theatre will not process refunds for tickets sold outside of our box office.
4. If your event is reserved seating, please consult the Morton staff for assistance with ticket seat assignments. Some seats in the Orchestra Level have obstructed, or partially obstructed views.
5. The Morton Theatre can serve as a ticket outlet, receiving an allotment of no more than 100 tickets to the event.
6. The Morton Theatre Box Office, including online ticket sales, will end and the box office will be reconciled beginning at 6:00 p.m. on the evening of your first performance (or the Friday before if your event opens on a Saturday or Sunday). Special arrangements will be made for weeknight openings, with sales to resume by the facility staff the following weekday/s. Cash and credit card ticket revenues will be deducted from your final bill, while any checks received and will call tickets will be surrendered to you. Your organization will need to staff the box office for the run of the event. If you require box office assistance, we can contract out staff, (see rate sheet).
7. Your ticket sales staff will run box office from the front counter in the lower lobby. A drawer with a cashier's till is located there for your convenience. Please be sure to bring adequate change for door sales.