

Promotional and Inclusional Opt Ins

This document lists the different schemes we have in place that you, as the producing organisation have the option to implement when selling tickets to your event. These schemes are implemented at your discretion and can be implemented at any time in the run up to your event but once applied, cannot be undone. These schemes will affect the ticket price that the attendee pays. Contract agreements and splits will be applied to the discounted ticket prices.

All schemes exist to promote attendance at events with some focused on making live events accessible and others simply to increase numbers or as acts of gratitude.

Under 30's

Guiseley theatre has a network of people aged between 17-30 who are contacted about events included in this scheme. When this scheme is applied to an event, it entitles attendees on our mailing list, between the age of 17-30 to 20% off the ticket price.

Who: people on our mailing list between the ages of 17 and 30

How Much: 20% off one ticket

When: Throughout the booking period

Low Income Families

These tickets are never advertised to the public. A set number of tickets (decided by the producing organisation) are handed over to local charities working with low income families to distribute to their users. These tickets are given on a complimentary basis with the intention of removing the financial barrier of live entertainment in low income households.

Who: Local Low income families via Charities

How Much: 100% off a set number of tickets

When: Throughout the booking period

Free Carer Ticket

Some of our audience members need to attend with carers. This scheme entitles the carer to one free ticket when a ticket is purchased at the appropriate price for the person who requires care. These tickets are only issued when Guiseley Theatre is specifically requested.

Who: Carers accompanying someone who needs care

How Much: 100% off one ticket

When: Throughout the booking period

Under 16's

Guiseley Theatre has a network of people aged between 11-16 who are contacted about events included in this scheme. When this scheme is applied to an event, it entitles attendees on our mailing list, between the age of 11-16 to 50% off the ticket price. This scheme is directed towards young people with a particular passion in theatre to encourage new passion and inspire future performers.

Who: Local young people aged between 11-16

How Much: 50% off one ticket

When: Throughout the booking period

Volunteers

Guiseley theatre has a large team of volunteers who act as Stewards, Bar tenders, technical operators, photographers, painters and decorators. This scheme is intended to offer tickets to our volunteers by way of saying thank you for helping the building to run. Under this scheme, we would approach our volunteers 48 hours before an event with an offer of free tickets. This is usually done to boost number and increase the atmosphere of the event.

Who: Guiseley Theatre Volunteers

How Much: 100% off one ticket each

When: 48 hours before the event

Fight Club

The first rule of Fight Club is you do not talk about Fight Club. Fight club is a national scheme set up to encourage attendance to live events (specifically live music). 48-24 hours before an event, a set number of free tickets (decided by the producing organisation) are sent to Fight club and offered to their following. Fight club attendees are not allowed to talk about Fight Club. This scheme is usually done to boost number and increase the atmosphere of the event.

Who: Fight Club followers

How Much: 100% off a set number of tickets

When: 48-24 hours before the event