

Brown Paper Tickets

Saves Gualala Arts Time and Money

This last year Gualala Arts had an opportunity to decrease our costs by encouraging our users to order through Brown Paper Tickets for theater productions, chamber music, festivals and other events. After researching we began to realize how much time the staff was on the phone selling tickets. We try to keep our ticket prices down, so rather than just increasing the ticket prices, we researched ways to lower our costs.

Gualala Arts has teamed up with Brown Paper Tickets because our organization is not charged for setup, event changes or ticket fulfillment. We can also take advantage of full 24/7 phone support, as well as online and 24/7 phone sales for our ticket buyers, free of charge.

A few of the things that make Brown Paper Tickets special are:

- * The first and only fair-trade ticketing company!
- * The smallest service fees in the industry (99¢ and 2.5%). On a \$15 ticket, you will be charged \$1.37.
- * Brown Paper Tickets is based on the Not-Just-For-Profit business model.
- * At least 5% of profits are donated back to the communities they serve.
- * Consistent pricing. Ticket buyers pay the same fair fee whether they purchase online or by phone.
- * No add-on fees for printed tickets.

Not only do we benefit from lower costs on our ticket sales but we also have a publicity advantage in that Brown Paper Tickets automatically adds our events to many calendaring online sites free of charge.

So whether you prefer a quick purchase online (www.brownpapertickets.com) or speaking to a real person (800-838-3006) at Brown Paper Tickets in Seattle, we're sure you'll be impressed with this new convenient way to save time and money for Gualala Arts.

We do realize that some of our ticket buyers are just not comfortable purchasing online, so we still offer tickets for purchase at the Gualala Arts office and at Dolphin Gallery. It is our hope that these buyers will purchase with cash or a check, again, to keep our costs minimal.



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