ASSOCIATED STUDENTS, INC.
CAL STATE SAN MARCOS

**POLICY:** **TICKET SALES POLICY**

**EFFECTIVE DATE:** **MARCH 1, 2013**

**APPROVAL DATE:** **March 13, 2026**

## DEFINITIONS

Designated ASI Professional Staff:
ASI Professional Staff Member that has been designed by the ASI Executive Director

## PURPOSE

The purpose of this policy is to establish a policy and procedure for the supply, inventory and management of tickets sold by Associated Students, Inc. (ASI).

## POLICY

I. ASI sells tickets for ASI events to students and, depending on the event, to staff, faculty and community members.
II. ASI shall only sell tickets via digital platforms such as Eventbrite or other third-party platforms in which the platform chosen processes individual electronic payments and issues the tickets digitally. ASI shall not sell physical tickets or utilize cash handling for ticket sales.

## PROCEDURE

I. Sales and Inventory
    1. The event lead ASI Professional Staff member is responsible for setting up the online ticket sales through the ASI Eventbrite account or another third-party platform.
        i This includes scheduling ticket sales open and close dates, managing ticket types (including complimentary tickets), ticket prices, assessment of processing fees, and adding additional questions for the purchaser.
        ii When necessary, refunds will be processed through the ticket sales program and once approved by the ASI Executive Director.
    2. Ticket sales proceeds payout from Eventbrite or third-party platform should be processed by check whenever possible.
        i If payment is only possible through bank transfer, payout information will be set up by a separate, Designated ASI Professional Staff where necessary.
II. Final Ticket Inventory and Reconciliation

1. When the tickets are no longer being sold for the event, the event lead ASI Staff member shall close ticket sales on Eventbrite or another third-party platform. \ASI professional staff will download a revenue and inventory reports from third-party electronic system, and request a check will be mailed to ASI.

2. The event lead ASI Professional Staff who set up the ticket sales is responsible for informing the ASI Business Operations Analyst of the total amount of sales expected.
3. The Business Operations Analyst will deposit funds into the appropriate revenue account and notify the ASI assigned accountant of the deposit via email with a copy of the check
4. Upon receipt, the Designed ASI Professional Staff member will complete a deposit form and receive signed approval from the ASI Executive Director.

**RELATED DOCUMENTS**

I. The California State University placement and controls of Receipts for campus activities and programs: https://calstate.policystat.com/policy/8543193/latest/