SOUTH DAKOTA STATE UNIVERSITY  
Policy and Procedure Manual

SUBJECT: Event Ticket Sales and Accessible Seating  
NUMBER: 5:14

1. Purpose

This policy is intended to establish appropriate ticket sales protocols and also address related ticket sales compliance with the Americans with Disabilities Act, its implementing regulations and amendments thereto.

2. Policy

a. This policy applies to all events conducted at or on behalf of the University. The Performing Arts Center Ticket Office, or successor unit, is responsible for centralized administration of ticket sales and coordination of remote ticket sales locations along with web ticket sales for University events. The Athletics Department is responsible for administration and coordination of ticket sales for athletic events in accordance with this policy.

b. Ticket Sales

i. Tickets for University events will be made available as designated by departments or sponsor coordinating events. Tickets shall be made available in a centralized, remote location, and web based manner.

ii. All events, ticket sales, and related financial management activities are subject to SDBOR and University policies and applicable state and federal law.

iii. Proceeds of ticket sales will be processed, deposited, and credited to unit accounts in accordance with SDBOR and University protocols on appropriate financial management.

iv. If the exact event ticket seat location is unavailable, the University reserves the right to replace it with similar quality seating for the same event. If comparable seating is unavailable, the purchaser will be contacted with alternatives. Lesser quality seating will only be charged at the appropriate lower price. Rows, sections, or aisle seating is not guaranteed for orders placed for general seating (not specific sections or rows) and is provided on a first come, first served basis.
v. All sales of tickets are final. The University does not provide refunds or replacement tickets even if an event is modified or postponed, or if tickets are destroyed or damaged, after ticket purchase. Refunds or credits may be available from the event sponsor, if an event is canceled, less postage and handling. Tickets may be exchanged in limited circumstances, subject to certain guidelines.

vi. The University reserves the right to set tiered pricing, event specific pricing, and specified discounts.

vii. Attendance at events is subject to all University policies, including but not limited to, no smoking, no weapons, alcoholic beverage restrictions, food and beverage restrictions, and non-solicitation.

viii. The University is committed to working with patrons on a case-by-case basis to adequately accommodate individual needs.

c. Accessible Seating

i. Patrons should request accessible seating at the time of ticket purchase.

ii. Whenever possible, patrons with disabilities or accessibility needs will have the same choice of admission prices and quality of locations which are otherwise available to the general public purchasing tickets at that time. Individuals with disabilities will be afforded an equal opportunity to purchase tickets during the same times, at the same stages of ticket sales, through the same manner of distribution, and under the same terms and conditions as other patrons. Pricing for accessible seating and companion seats will be consistent with prices for other tickets in the same seating section for the same event or series of events.

iii. Accessible seating includes spaces specifically designed for wheelchairs which include features such as an accessible approach, location at grade, clear floor space and larger dimensions. Individuals with mobility disabilities who require accessible seating because of their disability or use of service animal are permitted to purchase wheelchair tickets.

iv. For each wheelchair ticket purchased by an individual with a disability or such person’s agent on their behalf, the University will make up to three (3) additional contiguous companion seats in the same row available for purchase, provided that at the time of sale, there are three (3) such seats available and the event is one for which patrons generally are allowed to purchase four (4) or more tickets. If such seats are unavailable and patrons generally are allowed to purchase at least four (4) tickets, such companion tickets will be made available to the accessible seating patron by offering tickets for sale for seats as close as possible to the accessible seating.
v. If ticket sales are limited to more or less than four (4) for all patrons, this limitation may be applied to accessible seating including the wheelchair seat. If group sales are available and if they must be split, the University will divide the tickets so that the wheelchair seating is not isolated from the group.

vi. Although the University is not required to release accessible seating tickets to individuals who do not have a disability, tickets for accessible seating may be released for sale to other patrons when all non-accessible tickets have been sold. When series-of-events tickets are released, they will only be released for the current series and will be designated as accessible seating as soon as they are again available for purchase.

vii. Individuals with disabilities who hold tickets for accessible seating may transfer their tickets to third parties under the same terms and conditions as other patrons holding the same type of tickets.

viii. The University does not require proof of disability prior to ticket sale. However, the designated ticket office may inquire whether the individual has a mobility disability requiring accessible seating. The University may investigate the potential misuse of accessible seating where there is good cause to believe that such seating has been purchased fraudulently.

ix. Upon inquiry, the designated ticket office will provide information of accessible seating available for purchase to individuals with disabilities or to their companions and third parties purchasing tickets on their behalf, identify the features of the available accessible seating to permit the individual to determine if the seating meets their needs, and provide materials that identify accessible seating and information if the materials are publicly available.

d. Accommodation Statement: Advertisements for non-instructional University events will include appropriate standardized symbols and a statement such as: Individuals with disabilities who would like to attend this event, please contact [insert event sponsor’s name and phone #] regarding any special accommodation needs. It is requested that individuals requiring auxiliary aids such as sign language interpreters and alternative format materials notify the event sponsor at least seven (7) working days in advance. Every reasonable effort will be made to provide reasonable accommodations in an effective and timely manner.

3. Responsible Administrator

The Vice President for Student Affairs, successor, or designee is responsible for bi-annual and ad hoc review of this policy. The University President is responsible for approval of this policy.

SOURCE: Approved by President on 01/20/2015.