

Department: Marketing**Original Date:** 09/20/2019**Subject:** Ticketed Events**HID #:** 041

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Purpose: To define the process and responsibilities in planning, selling, and accounting for ticketed events at the restaurants.

Responsibility: Each level of management holds different responsibilities within this process, as outlined in depth below.

Guidelines:

GENERAL

- Restaurant Director and BRF marketing to discuss upcoming events on weekly call and, when appropriate, structure to be limited and ticketed.
- Ticketed events are sold online only. No transaction should be made in-house prior to the event. This causes accounting to be extremely challenging. In the event a guest would like to reserve tickets offline, a 'reservation' can be made at the discretion of the Director / GM, however it is preferred that all transactions happen through Tock.

MARKETING

- After creative request has been submitted, marketing will set-up online ticketing for the event through Tock.com. The purchase link will be added to the Facebook and websites.
- BRF marketing will promote a ticketed event the same as a non-ticketed event. This includes, but is not limited to, Facebook event creation, social media posting/promotion, a marketing email, PR outreach, etc.
- GM is responsible for sharing information about the event in pre-shift with all FOH staff and ensuring staff is promoting the event table/bar-side to guests.
- In the event that the BRF marketing have invited press or comp guests, they will be added for \$0 to the Tock guest list.
- BRF marketing will share updates with Director / GM for online ticket sales throughout the on-sale timeline.
- On the day before or morning of the ticketed event, BRF marketing will send GM / Director and BRF accounting an export of the guestlist and transaction breakdown for online ticket sales.

FINANCIAL

- BRF accounting has created an 'Event Tickets (Tock)' button in each store's Toast database.
- BRF accounting will be notified by BRF marketing once Tock ticketing is set-up for a specific event, and will assign the proper base price to the button in Toast.
- GM is responsible for ringing in the Tock sales into Toast the day of the event to ensure the revenue is reflected on the same day.

- Using the 'Event Tickets (Tock)' button, GM will ring in the total number of tickets sold online (*per email from BRF marketing*).
- Under the ticket button in Toast there are 5 open priced items (Event food, event liquor, event wine, event beer, event labor). These should be used to spread the ticket cost to whichever sales category is most appropriate for the specific event. (*see ref. 1*)
- Once the full price of the ticket has been rung in and distributed among the desired categories, apply the service charge of '20% Service Charge Tickets' (*see ref. 2*)
 - If the total does not match the total sent by BRF marketing, GM should contact them asap.
- Close all to 'Event Tickets (Tock)'.
- In the event of any media (i.e. non-paying) guests, GM should ring tickets in on a separate tab using the same process above, but forego the inclusion of auto-gratuity and comp to 'Marketing'.
 - Note: It's important this transaction is done under an MOD login so that the sales with no tip doesn't affect a staffer's PPA details.
- Details of the transaction(s) should be noted in ShiftNote for that day for reference.
- By ringing the online ticket sales into Toast day-of, the auto-gratuity will go into payroll and be distributed accordingly in Gratshare.
 - Note: If you're not pooling tips for your event, contact payroll manager prior to the event to discuss how to handle potentially allocating labor budget to accommodate staff.

Ref. 1

Home / Menus / Event Tickets (Tock) / Event Tickets (Tock)

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Name

POS Name Alternative shortened name for POS

Button Color

GUID 3183219d-b785-4bda-97d4-833cc32910c2

Number 400000001464096664

Pricing

Menu group provides pricing? Yes No

Items

Items	Name	Price
	Event Food	\$ open
	Event Liquor	\$ open
	Event Wine	\$ open
	Event Beer	\$ open
	Event Labor	\$ open

Ref. 2

Home / Service Charges

Service Charges

Name	Type	Charge	Delivery	Tax Rate
Event 5%	PERCENT	5%	false	11.6%
18%	PERCENT	18%	false	11.6%
20% Service Charge - Tickets	PERCENT	20%	false	11.6%