



## 2020 TICKET PROGRAM OVERVIEW

As a member benefit of belonging to the Wisconsin Park & Recreation Association (WPRRA), members of the organizations have the opportunity to purchase discounted tickets at the lowest available price to attractions that they may sell to the general public.

### Everyone benefits!

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#### General Public

Attraction ticket in this ticket program are at a discounted rate from gate pricing, the lowest available price.

#### WPRRA Member

As of 2020, WPRRA members retain 75¢ from the sale of each ticket in exchange for promoting and selling tickets on behalf of the attractions.

#### WPRRA

As of 2020, the WPRRA retains \$1.50 from the sale of each ticket in exchange for orchestrating the ticket program.

#### Attractions

Even factoring in the discounted rate from gate pricing and the \$2.25 retained by the WPRRA and its' participating members, attractions benefit by the added local exposure and additional promotion by the members throughout the state, which results in more ticket sales.

### To become involved:

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#### ATTRACTIONS

Complete Attraction Agreement by February 1

*Attraction Agreement contains pricing and description details for each attraction.*

Send tickets and promotional brochures to all WPRRA Members by May 4, 2020

*WPRRA will send order details between April 1-10, 2020*

#### PARTICIPATING WPRRA MEMBERS

Identify ticket program coordinator

Submit Participating Member Agreement by March 2, 2020

Place attraction ticket order by March 30, 2020

Sell tickets through Labor Day

Return payment and unsold tickets to WPRRA by September 18, 2020