

Department of Intercollegiate Athletics Policy Manual

XX. TICKET OPERATIONS

Introduction

The policies outlined in this chapter apply to all sports for which admission is charged and a ticket is required by the Department in order to gain admission, including football, men's and women's basketball, baseball, softball, gymnastics, men's and women's track and field, wrestling and volleyball.

A. Policy Regarding Tickets

Policies concerning the purchase of tickets and the location of seating for all athletic events, including football, men's and women's basketball, and wrestling are established by the University of Iowa and guided by Big Ten Conference Rules. Annually, the Athletics Department sets its ticket prices for public, faculty/staff and student season and single game tickets as part of the budgeting process. Prior to approval of its overall budget by the Board of Regents, the Athletics Department provides the PCA with the ticket price information through the Finance and Facilities Sub-Committee, PCA Executive Committee and the full PCA Board for their endorsement. In light of the need to accommodate students, faculty and staff at the institution, as well as the heavy dependence of the program on gate receipts and private contributions, it is essential that the ticket policies are reasonable and the development and administration of those policies by the Athletics Department is appropriate. The PCA has developed guidelines for review of proposed ticket prices over an extended period of time. The guidelines are reviewed regularly and are modified from time to time as changing circumstances require. The PCA ticket guidelines derive from several fundamental premises.

- First, the PCA supports the University premise that tickets should be made available to faculty, staff and students at the University of Iowa, and that the price of tickets for these groups should be lower than that for the general public. Because of the high demand for tickets, a limit has been placed on the number of seats that may be sold to the faculty, staff and student population and priorities for allocation of tickets have been established.

- Second, intercollegiate athletics at the University of Iowa is expected to be a self-sustaining entity. A significant portion of the revenue model that allows this to occur relates to gate receipts and private contributions. In light of the heavy dependence on these two factors, years of consecutive purchase of tickets as well as levels of contribution have become important elements in ticket allocation and seating priority systems.

1. General Policies

Based on the principles stated above, the Board has developed the general policies set forth below. Specific policies pertaining to football and basketball tickets follow.

- Student tickets shall be allocated on the basis of years of consecutive purchase of tickets for sports in which student seating is reserved.
- Faculty and staff tickets and seating priority shall be based on years of consecutive purchase, contributions to UI athletics since 1974, current I-club membership, and alumni/letter winner status
- Public ticket and seating priority policies shall be based on the number of years of purchase, contributions to UI athletics since 1974, current I-club membership, and alumni/letter winner status.
- Everyone, regardless of age, including infants, must have a valid ticket for admittance to football and men's basketball.
- If a purchaser requires special arrangements, the purchaser must so indicate on the application. First time requests for accommodations such as these must be accompanied by a doctor's affidavit. In such cases, the Ticket Office shall make every effort to accommodate the request and to place the individual as close to his or her priority seating group as possible. It is important that special requests be made every year tickets are ordered.

2. Student Football Ticket Policy

- A student may purchase one season ticket at the student price. The priority deadline for returning students to order season football tickets is the last day of classes for the spring semester. If available, student season tickets will remain on sale after that date. Ten thousand (10,400) tickets are made available for student purchase. If this limit is exceeded, the athletic department reserves the right to issue refunds or partial season tickets to students who wish to purchase season tickets Student guest tickets may be made available at the discretion of the Department.
- Each student must pick up his or her own ticket in the fall. The student must present the student's own UI photo ID at the time of pickup. Currently registered students must be in "good standing" with the University Business Office regarding delinquent bills.
- Students may cancel their football season ticket order and request and receive a full refund until the Friday before the first home game. All requests for refunds must be in writing to the Ticket Office, with name, address, and ID number. No

cancellations or refund requests may be honored after the student ticket has been picked up and signed for.

- To be valid, a University of Iowa ID card must accompany a student ticket. A student ticket may be used by the original purchaser or any other University of Iowa student, but the original purchaser will be held liable for any violations. Duplicate tickets cannot be issued for lost, stolen or damaged student tickets. The penalty for a violation of the University policy involving the ID and ticket shall be loss of the use of the ticket for two games. If a non-student is found using a student's ticket, the student forfeits all future student ticket privileges.
- Disciplinary action shall be taken as a result of disorderly conduct on the part of a student ticket owner. Disciplinary measures shall be applied at the discretion of the Dean of Students. These measures may include seizure of the student's ticket for the remainder of the season or for the remaining enrollment period at the University.

3. Faculty and Staff Football Ticket Policy

This list of regulations shall be mailed to each faculty and staff member each year with an application for tickets:

- Only persons whose names appear on the budget as full-time or 50% or greater regular part-time employees may be eligible to purchase two faculty/staff tickets. Persons so listed who order tickets and who leave the University on or before September 1st shall receive a refund for purchased tickets. Persons appointed between the application period and September may order tickets at the time of appointment. Faculty/staff orders shall be honored after September, as long as tickets remain available.
- **Priority Seat Assignment:** Faculty ticket and seating assignments shall be based on a priority point system. Faculty and staff priority points are based on the number of consecutive years of purchase, cumulative athletic contributions, I-Club annual giving, graduate of the University of Iowa and letter winner status. Designated seating areas in Kinnick Stadium also require a minimum gift per seat to retain seats in that location, however faculty and staff will only be required to pay one half of the stated gift per seat for their two staff tickets. Faculty and staff members who had their tickets exempted from the minimum gift per seat requirements may continue to purchase their tickets with no gift required, but if a seating change is requested and granted the tickets will no longer be exempted and the faculty or staff member will be required to make a gift at one half the public gift per seat for the faculty or staff tickets. One-year leaves of absence and bona fide illness do not affect priority assignment.
- Eligible persons who wish to be seated together must order tickets together. Seats shall be assigned on the basis of the lowest priority shown on the order. If due to demand certain priorities are denied tickets, anyone outside this priority range who has requested group seating with someone within the denial range shall also be denied.

- Faculty/staff tickets are for the personal use of the faculty/staff member and are not to be resold. Violation of this policy could result in the loss of ticket purchasing privileges and loss of all priority.
- Retired faculty/staff may order after retirement if they have ordered tickets for five (5) consecutive years before retiring.

4. Student Basketball Ticket Policy

This list of regulations shall be distributed at the time of purchase to each student who purchases a ticket.

- A student may order one (1) ticket at a discounted price. If the number of orders exceeds the student allotment, split season tickets may be issued to those with the lowest priority at the discretion of the Department.
- Students shall receive a priority based on the number of consecutive years they have purchased or applied for basketball tickets at The University of Iowa with no loss in priority for student exchange programs off campus or bona fide illness. An individual who misses two or more consecutive seasons for other reasons shall lose all priority.
- Payment for student tickets must be in the name of the student ticket holder. The student photo ID card must be presented at the time of pick-up., each student may only pick up their own ticket.
- To be valid, a University of Iowa photo ID card must accompany a student ticket. A student ticket may be used by the original purchaser or any other University of Iowa student, but the original purchaser will be held liable for any violations. Duplicate tickets cannot be issued for lost, stolen or damaged student tickets. The penalty for a violation of the University policy involving the ID and ticket shall be loss of the use of the ticket for two games. If a non-student is found using a student's ticket, the student forfeits all future student ticket privileges

5. Faculty and Staff Basketball Ticket Policy

This list of regulations shall be mailed to each faculty/staff member annually, along with an application for tickets:

- Only persons whose names appear on the budget as full-time or 50% or greater part-time will be eligible to purchase two (2) faculty/staff tickets. When submitting application and payment, the name on the check must be the same as the name on the application. Staff members who order tickets while employed, but who leave the University, shall receive a refund for tickets they have ordered upon informing the Ticket Office of their departure. Retired faculty/staff may order after they retire if they ordered tickets five years before retiring.
- Priorities for faculty/staff seats are assigned according to the number of consecutive years season tickets have been ordered contributions to UI athletics since 1974, current I-club membership, and alumni/letter winner status. One-year

leaves of absence and bona fide illness do not affect priority assignment. Faculty/staff are allowed to skip one year of purchase without losing priority, upon their next skipped year of purchase, years of purchase will commence from the prior skipped season. If two years are consecutively skipped, the purchaser will lose credit for all years of purchase.

- Faculty/Staff tickets are not transferable to anyone other than the staff member's spouse and/or children living at home. A faculty/staff member who is on a leave of absence or has a bona fide illness must contact the Ticket Office prior to the start of the season and inform the office that their tickets will not be renewed that year. Proof of illness or university-approved leave of absence is required.
- Faculty/Staff tickets are for the personal use of the faculty/staff member and are not to be resold. Violation of this policy could result in the loss of ticket purchasing privileges and loss of all priority.

6. NCAA Basketball Tournament Ticket Policy

All NCAA Division I schools receive a very limited number of tickets for the first round of tournament play. Most of the time tickets guaranteed to the University are used by the traveling party, and a very limited number of tickets remain available for sale to fans. (Note: "traveling party" may include band, cheerleaders, players, players' families, coaches, staff, Department staff, university officials, and other people closely associated with the basketball program. The post-season travel policy for the Department will apply).

B. Student-Athletes

Student-athletes participating in the sport "in season" (practicing or competing) may receive a maximum of four (4) complimentary admissions for each home contest (per NCAA rules).

Availability of complimentary admissions for away/post season contests will vary by sport. It is the Sport Administrator's duty to consult with the head coach to determine if complimentary admissions will be made available. If available, only student-athletes on the travel squad will be eligible to receive complimentary admissions.

C. Prospective Student-Athletes

Requests for official and unofficial visits must be made through the Compliance Office. Approved requests will then be forwarded to the Ticket Office for fulfillment on event day. NCAA rules may change from year to year. The Compliance Office is to be consulted for the most recent rules and regulations regarding prospective student-athletes.

Procedures will vary from year to year based on rule changes and technological innovations. The Ticket and Compliance Offices will update the Department on the current season procedures for requesting tickets.

D. Department of Intercollegiate Athletics Staff Members

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All complimentary season tickets for University of Iowa staff are for the staff member's personal use only and may be used by family and friends. Single game complimentary tickets are for the staff member's personal/family use only. Complimentary tickets are not to be sold or traded and the employee is responsible for the behavior of guests utilizing the employee's tickets. Abuse of complimentary ticket privileges or policy will result in the loss of privileges. The value of complimentary tickets (both season and single game) is considered taxable income. Complimentary ticket privileges cease at the end of employment; however, complimentary tickets for retirees are granted at the discretion of the Director of Athletics.

1. Football

- Home Games:
 - Departmental staff (non-football) are permitted two (2) complimentary tickets for each home game, unless otherwise stated in their employment contract. If staff members wish to purchase tickets in addition to their two (2) complimentary tickets, they may do so at the general public rate but the seats will not be assigned with their complimentary tickets. If they would like all of their seats together, they may request it, but these seats will be assigned in the North or South end zones of Kinnick Stadium.
- Away Games:
 - Departmental staff (non-football) is permitted up to two (2) complimentary tickets, dependent on availability, for each away game. These tickets are for **personal use only**. If they are ordered by a staff member but not picked up, the staff member will be charged for the cost of the tickets.

2. Men's Basketball

- Home Games:
 - Departmental staff (non-basketball) are permitted two (2) complimentary tickets for each home game unless otherwise stated in their employment contract. The purchase of additional season tickets is based on availability and at the general public rate.
- Away Games:
 - There are no complimentary tickets for away games (Departmental staff—non-basketball).

3. Other Events

Full-time staff members will be put on a pass list for sports other than football and men's basketball, if they have not been issued season complimentary tickets at their request. All seating for these events will be in the general admission areas of the venue where the event is being held.

Wrestling, Women's Basketball, Volleyball, Baseball & Softball

For these sports, staff members (other than the staff members of these sports) may still get request season tickets. Staff members must notify the Ticket Office that they would like reserved seats for these sports. A maximum of two (2) seats will be issued.

4. Post Season Events

Any staff member who, at their own expense, attends a post season Big Ten Conference or NCAA Championship event, will be provided two complimentary tickets for their own use for the game (or session) in which Iowa is competing. Tickets must be picked up at the event site. These tickets will be considered a taxable benefit. If Iowa loses and the staff member wishes to remain for additional games/sessions, tickets will be provided on a complimentary basis only if available, e.g. if the ticket office staff is unable to sell tickets to other institutions. If the staff member wants to be guaranteed a ticket for additional games/sessions in which Iowa is not competing, the staff member may purchase the(se) ticket(s), if applicable. Any exceptions to this ticket policy are at the discretion of the Director of Athletics.

E. Other Departmental Business

The Department may require complimentary tickets to an event for department-related business purposes. To obtain complimentary tickets for a selected event, the following procedures must be followed:

- A formal request in writing must be made to the Director of Ticket Operations.
- Depending on the request, it will be approved or forwarded to the Associate Director of Athletics for Donor and Patron Services.
- Requests for large numbers of tickets, tickets for high demand games, or tickets for non-business use will be forwarded for approval.
- The approved request will be filled by the Ticket Office and the request filed in the game file.