

NOTE: If you are hiring your film on a **flat-fee non-theatrical** or **umbrella** licence, then you are not licensed to sell tickets for the screening at the door, only to members in advance.

If you start up as a film society with members who pay in advance of the season – then you don't really need to worry too much about selling tickets, as you will know in advance what your budget is for films from the number of members you have. See the British Federation of Film Societies Starter Pack on:

www.bffs.org.uk

If the film licence you are using permits, the easiest way to guarantee an audience is for each member of your organising group to agree to sell a certain number of tickets. For example, if 3 group members sell 10 tickets each then you have a guaranteed audience of 30 people.

Ideally you should have one person who

co-ordinates all the ticket sales and it should be this person's contact details that appear on your publicity. It is best to offer as many ways for people to buy tickets, including at local outlets.

USING LOCAL OUTLETS FOR TICKETS

These can be local facilities such as your village or community shop, post office, pub or hairdressers. If using local outlets, you should provide them with:

- Copies of your publicity materials
- Tickets
- Record sheet to show how many tickets they sell
- Your phone number for them to contact you if they need help or more tickets
- Any other instructions they may need (for example, who qualifies for concessionary tickets)

On the day of the screening, or the day before, you should collect any unsold tickets from the local outlets, together with their list of tickets sold and the money they have made.

PRICING

The basic objective when pricing your tickets is to cover your costs. Add up the cost of your screening, plus any expenses you expect to have, and divide this by the minimum audience numbers you expect to get. This will give you your basic ticket price.

Set your ticket prices at a cost that is appropriate to the audience i.e. if the film is targeted at young people, older people or those on a reduced income, then ticket prices should be affordable to your target audience. This is also a way of ensuring that as many people as possible can attend. You may therefore wish to offer a reduced ticket price to:

- Young people aged under 16
- Students in full-time education
- Senior citizens
- People receiving state benefits (e.g. unemployed people or those receiving incapacity benefit)

A special price for a “family” ticket is also a good idea, particularly if the film is targeted at a family audience.

If you are offering any complementary activities such as serving food, the costs can be incorporated into your overall ticket price.

COST TO YOUR VENUE

This depends on which licence you choose and which distributor you deal with, see [Factsheet 2: Licencing](#) from

www.nottinghamshire.gov.uk/arts/film

You could also look on some of the websites regarding film licences:

www.themplc.co.uk

www.filmbank.co.uk

www.bffs.org.uk

as well as the list of film distributors listed on [Factsheet 5: Where to get films](#) available from

www.nottinghamshire.gov.uk/arts/film

You could also talk to local film societies and other voluntary promoters to get an idea of costs.