**GoFan Event Manager Guidelines**

Tickets for Sea-King District 2 hosted post-season events will ONLY be available for purchase via GoFan. There will be no cash sales.

A flyer with a QR code that links directly to Sea-King’s GoFan page will be distributed to all participating schools and posted. From that QR code, or from a link on the front page of Sea-King’s website, fans will be directed to Sea-King’s GoFan page, where they will be able to click onto the event’s unique link to purchase tickets.

Specifics for Event Managers:

Sea-King will partner with each sport’s tournament director to confirm event information leading up to the event. Sea-King will then share that information with GoFan to create unique links for each event.  The tournament director/ event manager will need to notify Sea-King of any changes regarding tournament formats (dates, sites, etc.) ahead of time, or in real time in the case of delays or cancellations.

Before the event, the event manager and/or host school will need to distribute the QR code flyer to all participating schools, making sure they promote the event. In addition, you can help fans understand the process by giving them the How to Guide Link below as well as the “how to purchase” and “how to redeem” flyers.

Ticket prices for Sea-King events are listed in the Tournament Manager Rules and Regulations document. If the ticket prices for your event are listed as $6 student/senior/ $9 adult, the actual ticket prices through GoFan will be $7.30/$10.45. If the ticket prices are listed as $8/$11, the actual ticket prices through GoFan will be $9.40/$12.55.

Please remind your fans ahead of time that they won’t redeem their ticket until walking through the gate and showing the “ticket validator” their digital ticket. If they redeem it early, they will have to purchase an additional ticket.

At the event, the event manager will post QR code flyers around the gate area as well as “how to purchase” and “how to redeem” flyers.

The event manager will no longer need to get both ticket sellers and ticket takers to work the event. For each entry point, you will need one ticket “validator” who will look at each fan’s phone as they come through the gate, asking the fan to “redeem their ticket”. In addition, the event manager will need to station one person outside the gate to provide support for fans that need help with the process. Depending on the size of the expected crowd, this could be the event manager, a school administrator, a student volunteer, or a ticket “manager”.

Box Office:

At some large Sea-King events, GoFan Box Office card readers will be used to expedite traffic through the gate. If fans have not purchased tickets ahead of time, they can get in a separate line to purchase their ticket with a debit/credit card using the card reader. The event manager will need to log in on the Box Office app on the SeaKing iPad using:

Username: [seaking154@gmail.com](mailto:seaking154@gmail.com)

Password: Seaking23

Then, follow instructions to connect (via Bluetooth) the card reader to the iPad. Click on the specific game and go from there!

That information will be sent directly to Sea-King on the day following each event from the GoFan-captured sales report.  The event manager will continue to report event expenses using the Sea-King Tournament Report.  Sea-King will then pay all bills as required.

For questions at the event, the event manager will need to reach out to Sea-King or GoFan for support using the Support Links below.

How To Guide Link: <https://get.gofan.co/digital-ticketing-guide>

School Help Support Link: <https://gofan.zendesk.com/hc/en-us/requests/new>

Fan Help Support Link: <https://gofan2.zendesk.com/hc/en-us/requests/new>

Pat McCarthy, Sea-King District Director at [seaking2director@hotmail.com](mailto:seaking2director@hotmail.com) or 206-841-7035

Greg Vandermade, GoFan rep at [gvandermade@gofan.co](mailto:gvandermade@gofan.co) or 661-917-4127