

Lincs Box Office

MENU OF OPPORTUNITIES



YOUR Local Ticket Agent



ABOUT

Lincs Box Office

**MAKING EVENT
TICKETING
*FAST AND
EASY***



Choosing an online ticket platform is a big decision for any organisation of any size.

Lincs Box Office is the county's newest and first website dedicated exclusively to selling event tickets to all shows, events, attractions and tours across the county. Any event, attraction or tour of any shape or size can join Lincs Box Office and use our software to complement your existing website. We cater to any type of music gig and concert, theatre production, workshop, business conference, charity fundraiser, sporting event, and much more.

Working in line with the aims of The British Tourism Authority to "ensure that tourism products are bookable and distributed to international markets", Lincs Box Office is working to deliver strong marketing and PR campaigns alongside Visit Lincoln. Reaching overseas customers as well as local audiences and enhancing event tourism to our county sets to positively and indirectly impact all businesses in Lincoln and Lincolnshire collectively.

SUPPORTING ART, CULTURE & HERITAGE IN LINCOLNSHIRE

Our mission

We are always thinking about sustainable futures at Lincs Box Office; building a legacy for our beautiful county and filling our community with pride.

Our dream is to be able to make the arts accessible for everyone and make Lincolnshire socially and culturally sustainable. So, every penny spent on tickets through Lincoln Box Office supports Lincolnshire's growing art, culture and heritage offer.



WHAT WE **Offer**

Lincs Box Office not only is YOUR local box office but your customers' too. So, we are continually developing to make sure we're just right for everyone's needs – and one's that's within budget, too.



Sell your event tickets

Let Lincs Box Office do the work and enjoy the standing ovation. Sell your event, attraction and tour tickets with Lincoln Box Office with confidence and at no risk.

Promote your event

Lincs Box Office offers a host of opportunities at a great value to boost your marketing strategy, that can be used for individual events and businesses that complement events.

**MAKE YOUR
EVENT A
*SELL-OUT
SUCCESS***

Advertise your business

Lincs Box Office offers three bespoke listing pages; Venues, Accommodation, and Food and Drink, increasing your advertising potential among event tourists in Lincoln and Lincolnshire.

By delivering a holistic marketing approach for events with **Visit Lincoln** and **Hello Lincoln**, we are working towards making Lincolnshire the place to live, work and play.

KEY FEATURES



Instant

As soon as your event listing is live on the Lincs Box Office website, customers can book tickets and receive their digital event tickets instantly. Every little helps towards a higher conversion rate.



Multi-purchase

Lincoln Box Office offers a unique multi-purchase function where you can build up your basket with lots of different event tickets and experiences and pay all in one transaction.



Multilingual

Our website seamlessly enables non-English speaking customers to search for events in Lincolnshire with our fully integrated translation tools.



Responsive

More customers are using their mobile phones to book event tickets. That's why we make sure our website is fully responsive, allowing your customers to book on whatever device they want.



Scanning

Create bespoke QR Codes or barcodes for all your events so customers can gain entry with ease. All codes can be downloaded in file formats to suit your existing scanner equipment.

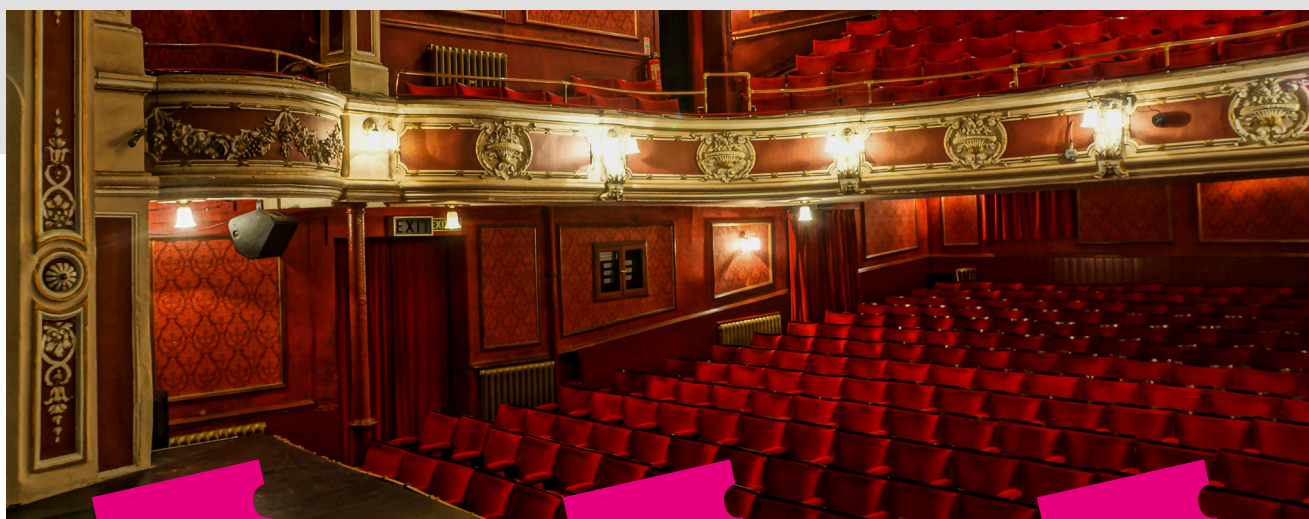


Secure

We provide a secure online reservation and ticket purchasing facility for all online tickets, respecting the rules set by the Society of Ticket Agents and Retailers (STAR).

TAKE A SEAT

Catering for all your seated needs, Lincs Box Office offers dynamic allocated or unallocated seating plans, fully customisable for your venue and layout.



Design it

Our software allows you to create a seating plan that is bespoke and accurate to your venue's exact layout.

Freedom to edit

Once your seating plan is created, you have the freedom to amend and edit depending on your event's unique requirements.

Add imagery

Add a dynamic image or plan of your stage to your seating plan to give the best purchasing experience to your customers.

Alternatively, choose the unseated option when uploading your event, attraction or tour tickets if you don't require a seating plan.



Dynamic pricing

Our dynamic pricing lets you alter ticket pricing depending on the seating location, audience status, time or date of the event.



Promotions

Our complex special offers and promotions can be set up with ease, are fully customisable and simple to track results.



Invoicing

Selling tickets to large groups for either schools or organisations? Let our invoice creator take care of it in one central location.

SET YOUR PRICE

Sell your event tickets with Lincs Box Office and set the price that is right for you. We can add dynamic pricing structures and special offers to your event as well as including donation options to your chosen charity, or even up-sell merchandise or membership all in one location.



Donations

Our software allows you to invite your audience to donate to a specific charity or special cause. We also collect gift aid through any donation made and can send you a full fundraising report.



Upselling

Enable your customers to pay for their entire event experience through one simple platform, whether you're selling programmes, merchandise or fundraising for your chosen charity.



Memberships

If you have exclusive membership deals for your venue or organisation, Lincs Box Office can incorporate sales and discounts through our website.



BUILD YOUR AUDIENCE

Lincs Box Office has a dedicated digital marketing team ready to promote your business or event even further. We work in partnership with Visit Lincoln to get the best results for you.

Our digital marketing opportunities have been carefully designed to promote your event or business directly to the audience you need.

**REACH MORE
CUSTOMERS
*STAND OUT
FROM THE
CROWD***

Featured events

Highlight your event on our website to make sure it is seen. Feature on the Home page and at the top of the event category sections.

Website advertising

A homepage or sidebar advert ensures your event or business is found in premium, click-able spots that link directly to your listing.

Email marketing

Make the most of our audience database by including your advert in our weekly e-newsletter or work with us to create your bespoke email.



Audience development

Our in-depth reporting and analytic tools not only help you to get to know your audience more but can help to tailor your communications and campaigns.



Campaign automation

We run automated campaigns through Mailchimp to send a kind note to all lapsed customers who haven't attended for a while and follow up with exciting news and your upcoming events or offers.



Reporting and analytics

Find out exactly how successful your digital campaigns are when advertising your event or business. Our integrated reporting tools work seamlessly across our social media channels.

Social Media

Maximise your digital marketing goals and sell-out your event. We have a range of affordable campaigns to help you reach success.

Recommendations

To benefit all your future events, Lincs Box Office can set up recommendations to feature your event on similar event listings.

Find out more about our digital marketing opportunities online or email info@lincsboxoffice.co.uk



SELL TICKETS WITH **Lincs Box Office**

Give your customers the gift of simplicity, security and accessibility by listing and advertising through our dedicated website for events in Lincolnshire. Selling your event, attraction and tour tickets with Lincoln Box Office is quick and hassle-free. Our low commission and flexibility help you hit your targets and sell more tickets to the right audience for you.



Choose a package

Take a look at our pricing list and choose from one of our specially designed listing and marketing packages, or build your own from scratch.



List your events

Upload your event listings and imagery or video content to our website for our digital marketing team to review and process before it goes live.



Allocate tickets

You can allocate from as little as 20% of your total event capacity to Lincs Box Office. Once we sell out, you can quickly transfer more tickets to our website.

**JOIN Lincs BOX OFFICE
TODAY TO PROMOTE YOUR
EVENTS, ATTRACTION
OR TOUR & BUSINESS IN
LINCOLNSHIRE**



EMAIL US

to find out more and sign up

info@lincsboxoffice.co.uk

TICKET BREAKDOWN

What you get for the £2

- Set-up and full ticket management
- Customer service and ticket sales
- Email marketing
- Full analytics and reporting
- Customer database transfer

BOOKING FEE

54%

£1.08

SOFTWARE FEE

37.5%

£0.75

CARD PROCESSING CHARGES

16.5%

£0.33

LBO

46%

£0.92

TAX 20%

9%

£0.18



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info@lincsboxoffice.co.uk

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REDUCE

REUSE

RECYCLE