



TEXAS TECH UNIVERSITY  
Department of Intercollegiate Athletics  
*Operating Policy and Procedure*

**PREFACE**

The information on policies and procedures is intended for the use of Texas Tech University Department of Intercollegiate Athletics. The manual supplements the Texas Tech University Operating Policies and is intended to provide information that will assist athletic department employees with their duties. All employees should benefit from referring to this manual when policy questions arise. It is not intended to list every policy detail of the Department of Intercollegiate Athletics (often referred to as simply as Athletics).

**ADDITIONAL SOURCES OF INFORMATION ARE:**

- Texas Tech University Operating Policies and Procedures ([www.depts.ttu.edu/opmanual](http://www.depts.ttu.edu/opmanual))  
<http://www.depts.ttu.edu/opmanual>)
- Texas Tech Athletics Compliance Manual
- Texas Tech Student-Athlete Handbook
- Texas Tech Student Affairs Handbook/Code of Student Conduct  
<http://www.depts.ttu.edu/studentjudicialprograms/conductcode.php>
- Big 12 Conference Handbook
- NCAA Division I Manual <http://www.ncaa.org/wps/portal/>

## **Department of Intercollegiate Athletics Policy and Procedure**

Revised and posted 7/13/10

### **6.0 TICKET OFFICE**

#### **6.1 TICKET OFFICE OPERATIONS**

The Athletics Ticket Office provides a promotional and public relations service to all customers wishing to purchase season tickets and/or single event tickets for Texas Tech Athletic events. Tickets may be purchased at the Athletics Ticket Office during office hours or at each event site prior to game time depending on ticket availability. Tickets for football, men's and women's basketball, and baseball are also available at [www.texastech.com](http://www.texastech.com) <<http://www.texastech.com>> or any Select-A-Seat outlet, including United Supermarkets.

#### **STAFF OF TICKET OFFICE**

A full-time staff follows a normal work schedule Monday through Friday. Evening and weekend work is necessary in athletic preparation and execution. Adjustments to staff working hours may be made with proper approval.

#### **HOURS OF OPERATION**

Ticket windows are open to the public from 8:30 a.m. through 5:00 p.m. on weekdays. Ticket operation hours on site at events vary per sport.

#### **ACCOUNTABILITY**

The Assistant Athletic Director/Ticket Manager is responsible for layout and design, security in printing, and accuracy in printing for all tickets sold to all athletic events. The tickets manifest and ticket inventory controls are also the responsibilities of the Assistant Athletic Director/Ticket Manager.

All tickets are stored on shelves within the Athletics Business Office/Ticket Office vault. The ticket manifest is kept on file in the Athletics Ticket Office. Access to the manifest is restricted to the Athletics Director, the Assistant Athletics Director/Ticket Manager and to Options Coordinator. Access to tickets is restricted to personnel working in the Athletics Ticket Office.

#### **UNSOLD TICKETS**

Unsold or deadwood tickets are maintained and verified by the Assistant Athletics Director/Ticket Manager through the use of departmental computer and records. University internal auditors then inventory unsold tickets. Once the audit process is completed, unsold tickets are destroyed.

#### **CHANGE FUND**

The change fund for the Athletics Ticket Office remains at a constant \$2,000. During football, basketball, and baseball counter sales three cash registers begin the day with \$135 of the change fund. The balance of the change fund is kept in the main cash drawer at the Athletics Ticket Office. At the end of the day, all funds are removed from the cash registers, balanced with the daily batch report, and locked in the vault.

#### **VAULT SECURITY**

Monies not picked up by armored security services and tickets are locked inside the vault daily at the end of working hours. The vault and the safe inside the vault at the Athletics Business Office/Ticket Office are operated through the use of combinations. The Deputy Athletics Director/Business and the Assistant Athletics Director/Ticket Manager are responsible for giving combinations to authorized personnel. Once the vault is locked the electronic security system is activated. The electronic security system maintaining the vault is capable of detecting movement inside the vault as well as movement and physical contact with the vault door outside the vault. Any movement or contact with the vault door will automatically set off the alarm to alert police of a security breach. Key locks maintain door entries into the Athletics Ticket Office area. Campus police randomly check doors (daily during non-business hours) outside the building.

## **Department of Intercollegiate Athletics Policy and Procedure**

Revised and posted 7/13/10

### **RECORD KEEPING**

All records, reports, applications for tickets, and correspondence concerning tickets are kept on file in the Athletics Ticket Office for a period of three years to allow for problem management and research. After a period of three years, records may be destroyed according to University procedures.

### **COMPUTER RECORD KEEPING**

Computer terminals are used throughout the year for recording and updating ticket sales, listings and mailing labels of customers, records of applications and mailing lists, and option holder records. Records of all sales, refunds and adjustments are recorded on the computer.

### **DEPOSIT OF FUNDS**

All cash and checks from athletic ticket sales and Athletics Business Office transactions are deposited in local bank accounts on a daily basis. Cash, checks, and verification of the amounts to be deposited are transferred to Loomis Security. Cash and a receipt for the daily total are given to the Athletics Business Office's Lead Account Processor by the Athletics Ticket Office's Options Coordinator to verify the amount of ticket revenue. Banks receiving the deposit send verification to the Business Office to verify that deposits have been received.

## **6.2 TICKET SALES**

Price structures for all athletic tickets and ticket options are determined by approval of the Athletics Director.

### **MAIL ORDER TICKET APPLICATIONS**

Applications for tickets by mail will be accepted when accompanied by check or credit card information. The Athletics Ticket Office requires payment in full prior to mailing tickets. A handling fee of \$10.00 is assessed for each ticket application mailed.

### **OVER-THE-COUNTER TICKET SALES**

Tickets are available for over-the-counter sales during normal Athletics Ticket Office operating hours and on game day (football only), depending on availability.

All over-the-counter sales are immediately entered into ticketing system. Deposits are tabulated and made daily during working days.

### **WALK-UP SALES**

Accounting for walk-up sales is made through recorded entry on control sheets that are distributed to each gate or ticket booth. Cash received from walk-up sales is stored in the vault of the Athletics Business Office/Ticket Office. The Assistant Athletics Director/Ticket Manager or a designee is accompanied from the event site to the Athletics Ticket Office by officers from the University Police Services. Sales are recorded into the computer and deposited at the appropriate bank by armed security services on the first business day following the event.

### **OFF-CAMPUS TICKET OUTLETS**

Texas Tech Athletics has designated the ticket outlet process to United Supermarkets and Select-a-Seat outlets.

## **Department of Intercollegiate Athletics Policy and Procedure**

Revised and posted 7/13/10

### **6.3 TICKET DISTRIBUTIONS**

The Athletics Director determines seating priorities for football and men's basketball. The Senior Associate Athletics Director determines seating priorities for women's basketball with consent from the Athletic Director.

FOR FOOTBALL PRIORITIZED SEATING IS AS FOLLOWS:

- Red Raider Club members
- Option holders
- Season ticket holders
- Complimentary tickets
- Student-athletes
- Student tickets

FOR MEN'S AND WOMEN'S BASKETBALL PRIORITIZED SEATING IS AS FOLLOWS:

- Red Raider Club members with Personal Seat License (PSL)
- PSL holders
- Red Raider Club members with Season tickets
- Season ticket holders
- Complimentary tickets
- Student-athletes
- Student tickets

Ticket distribution for the following special events is as follows:

#### **TOURNAMENTS**

- Scholarship donors/option holders/season ticket holders
- Students/public

#### **MEETS**

- Upon request

#### **BOWL GAMES**

- Scholarship donors/option holders/season ticket holders
- Students/public

STUDENT TICKET DISTRIBUTIONS ARE AS FOLLOWS:

All undergraduate students enrolled in four or more hours can swipe their ID at the gate for entrance. For non-premium games, discounted student guest tickets can be purchased, subject to availability. Limit is four (4). Price discounts apply.

#### **SINGLE GAME TICKETS**

- General admission
- Full game price
- Limited by availability

## **Department of Intercollegiate Athletics Policy and Procedure**

Revised and posted 7/13/10

### **6.4 COMPLIMENTARY ADMISSIONS AND TICKETS (ALSO SEE SECTION 6.5)**

Complimentary admissions for home contests are allocated as follows:

- Baseball: Varsity players, managers and graduate assistants are allowed four (4) complimentary admissions.
- Basketball: Men's and women's varsity players, managers and graduate assistants are allowed four (4) complimentary admissions.
- Football: For home games, all players and graduate assistants receive four (4) complimentary admissions.
- All Other Sports: Varsity players, managers and the graduate assistant are allowed four (4) complimentary admissions.

#### **STUDENT-ATHLETE COMPLIMENTARY ADMISSIONS TO OTHER SPORTS**

All students enrolled in four or more hours can swipe their ID at the gate for entrance.

Complimentary admissions for home and away contests are determined by Big 12 Conference sports agreements or mutual agreements (stated on the athletics event contract) with non-conference opponents. Complimentary admissions provided to non-conference opponents require approval of the Director of Athletics for men's events or the Sr. Assoc. AD/SWA for women's events.

#### **COMPLIMENTARY TICKETS TO DEPARTMENTAL PERSONNEL AND SELECTED OTHERS**

All Athletics Department personnel are allowed a designated number of tickets to all athletics events. The AD determines the number of tickets available per sport to each person. Other selected University officials and University personnel as well as other State of Texas Officials (when applicable) are allowed a designated number of tickets. The AD also determines these persons and the number of tickets available to them.

All complimentary tickets must be used for personal use and may NOT be bartered or sold.

Complimentary tickets may be given to family or personal friends. Staff members involved directly or indirectly in the selling of their complimentary tickets will have their ticket privileges removed for all events.

Any additional purchased tickets may be resold but only to family members and personal friends and at a price not to exceed face value.

#### **COMPLIMENTARY ADMISSIONS FOR PROSPECTIVE STUDENT-ATHLETES (See also Section 6.5 which follows.)**

All policies concerning complimentary admissions to prospective student-athletes are governed by NCAA rules. No hard tickets are issued to any prospective student-athlete or his/her guests (if applicable). All football seat locations for prospective student-athletes are in sections 5 or 6 (42 to 25 yard line). In basketball, prospective student-athletes are seated in reserved locations.

The deadline for requesting complimentary admissions for prospective student-athletes is noon if the event falls on a working day. If the event is on a non-working day or holiday, the request deadline is noon on the last available working day prior to the event.

The Recruiting Coordinator in consultation with the Assistant Athletics Director/Compliance makes approvals for all prospective student-athletes complimentary admissions.

## Department of Intercollegiate Athletics Policy and Procedure

Revised and posted 7/13/10

### DISCRETIONARY TICKETS

Some tickets are available for discretionary use of the Athletics Director. When those tickets are utilized, the Athletics Director instructs the Assistant Athletics Director/Ticket Manager either verbally or in writing. These ticket allocations are logged into the computer pursuant to instructions from the Athletics Director to the Assistant Athletics Director/Ticket Manager.

### COMPLIMENTARY TICKETS FOR POSTSEASON OR OTHER COMPETITION

Any tickets or admissions to postseason bowl games or other NCAA postseason events are available through purchase only. If a coach wishes to allow players to have tickets for the family, students and a friend (as per NCAA regulation) the Athletics Department budget must pay for those tickets or, in cases where tickets cannot be purchased by the department, each student-athlete, coach and support staff must purchase their own tickets for those persons allowed by NCAA rules to receive those tickets.

The Director of Athletics has final determination on the number of tickets, which will be allocated to all participants, guests, and fans for any postseason bowl games or NCAA championship.

### 6.5 TICKET OFFICE COMPLIMENTARY ADMISSIONS POLICY

The Compliance Office also maintains detailed, up-to-date policies related to all issues of the ticket policy. Following is the most pertinent information related to the Complimentary Admissions Policy found also in the Compliance Manual. (Note that these are always found as part of the larger Compliance Manual which is maintained on the TTU server for internal constituents.)

#### Education

- The compliance office meets annually with the ticket office (June/July) to review this policy and make revisions as necessary.
- Coaches are educated as to the rules related to this policy in the August compliance meeting. At that time they are given copies of the Quick Reference for football games and this policy and procedure document.

#### Official Visits (Bylaw 13.6.7.2)

Policy: A maximum of three complimentary admissions to a campus athletics event may be provided to a prospect. Such complimentary admissions are for the exclusive use of the prospect and those persons accompanying the prospect on the visit and must be issued only through a pass list on an individual-game basis. Such admissions may provide seating only in the general seating area of the facility utilized for conducting the event. Providing seating during the conduct of the event (including intermission) for the prospect or those persons accompanying the prospect in the facility's press box, special seating box(es), courtside or bench area is specifically prohibited. Per Bylaw 13.6.7.2.4, Texas Tech may reserve tickets, only for the use of immediate family members accompanying a prospect during an official visit and for seat locations adjacent to the complimentary seats being provided to the prospect. These tickets must be purchased at face value.

**Exception:** If a prospect is a member of a nontraditional family (e.g., divorce, separation), the institution may provide up to two additional complimentary admissions to the prospect in order to accommodate the parents accompanying the prospect (e.g., stepparents) to attend a home athletics event. *(13.6.7.2.1 ~ Adopted: 4/24/08 effective 8/1/08)*

## Department of Intercollegiate Athletics Policy and Procedure

Revised and posted 7/13/10

**Procedures All Sports:** Sport coach/secretary completes official visit form and submits to the ticket office and compliance office (football games only) two days prior to the event for football games and by noon the day of the event or by noon on Friday if weekend/holiday event for other sports. The prospect, student host and guests report to the overhead garage doors at Southwest corner of Jones/AT&T Stadium for football events and West side street level entrance inside lobby (by flag pole) for basketball events. Check-in for volleyball at the arena is northwest entrance upper level ticket office. The prospect, host, guests and TTU coaches will be issued a ticket stub and a recruit wristband (for fb games) and will be seated in section five for football games and seats to be determined for other contests. Football recruits check-in at Football Training Facility and receive a ticket stub and wristband upon stadium entry. Seating is in section six for football games. Other sports with admission charges check-in via the complimentary admission pass list upon entry. If President Select (student organization) members will accompany the prospect and as such need a seat, they must be listed on the official visit form.

**Purchase of Additional Tickets:** The recruit/parents should call the Ticket Office Manager and communicate that they are visiting Texas Tech on an official visit (date/game). Tickets must be purchased in advance and will be available for pick-up at the complimentary admission gate. The tickets will be in the same location as the complimentary admissions. Purchase of additional tickets should be noted by the sport on the comp admission form.

### ***Recruit Wristbands – Football Games only:***

**Policy:** The recruit wristbands identify the recruits, guests, host and TTU coaches as persons permitted to sit in section five of the football stadium (fb recruits in section six). The wristbands also allow access to the football field prior to kick-off. Coaches must accompany prospects and student hosts on the field. Prospects, guests, host and TTU coaches must be off the field prior to kick-off and in their seats.

**Procedures:** All persons on a complimentary admissions form (official or unofficial) and all sport coaches hosting recruits will be issued a wristband at check-in. The compliance office coordinates wrist-band color per game with the Assistant Director of Operations (Sandy) and the football recruiting secretary (Jennie). The compliance office checks inventory of wristbands annually and brings the necessary number of wristbands to the complimentary admission gate each game day.

### **Unofficial Visits (Bylaw 13.7.2.1)**

A maximum of three complimentary admissions (issued only through a pass list) to a campus athletics event in which the institution's team practices or competes. Per NCAA Bylaw 13.7.2.1.4, Texas Tech may not reserve tickets (in addition to the permissible complimentary admissions) to be purchased by a prospect (or individuals accompanying the prospect) on an unofficial visit. Tickets may be purchased only in the same manner as any member of the general public.

**Procedures ~ All Sport Recruits except Football:** Sport coach/secretary completes unofficial visit form and submits to the ticket office and compliance office (football games only) two days prior to the event for football games and by noon the day of the event or by noon on Friday if weekend/holiday event for other sports. The prospect and guests report to the overhead garage doors at Southwest corner of Jones/AT&T Stadium for football events and west side street level entrance inside lobby (by flag pole) for basketball events. Check-in for volleyball at the arena is northwest entrance upper level ticket office. Other sports with admission charges check-in via the complimentary admission pass list upon entry. The prospect signs by his/her name and is directed to section five for football and general admission seating for other sports. The ticket office files unofficial visit forms in event file.

## Department of Intercollegiate Athletics Policy and Procedure

Revised and posted 7/13/10

**Procedures ~ Football Recruits for Football Games:** The ticket office reserves 175 seats in section six and issues the tickets to the football recruiting secretary. On game day, the football unofficial visit list is used to issue ticket stubs. All prospects and guests sign for their complimentary admission and must enter the stadium upon receipt of the ticket stub. Monday morning following the event, all ticket stubs and unused tickets are returned to the compliance office along with the signature sheet. The compliance office reviews the information and calls the ticket office for pick-up. Same procedure for official visits.

**Teams (High School or Junior College) ~ NO CONTACT SHALL BE MADE WITH JC PLAYERS DUE TO THE FACT THAT THERE MAY BE A NON-QUALIFIER IN ATTENDANCE (Bylaw 13.1.1.2).**

**Policy:** Team unofficial visits shall not be abused and shall not be used for every Texas Tech home contest. This should not be a season ticket to all TTU events for HS/JC players. This is a privilege and a public relations opportunity for our sports. There shall be a limit of one complimentary admission per team member. It is the responsibility of each sport to notify the High School/Junior College coach about the policy/procedure for complimentary admission. Team unofficial visit admissions are permitted for non-conference games only. In sell-out situations no team complimentary admissions shall be allowed.

**Procedures:** Each sport shall be responsible for completing a team unofficial visit complimentary admission form. This form must be submitted to the ticket office two days prior to the event for football games and by noon the day of the event or by noon on Friday if weekend/holiday event for other sports. Coaches should only be listed on the team unofficial visit form if they are traveling together with the HS/JC player as to not be separated. If the coach is traveling separate from the HS/JC player the coach should be on the coaches pass list and check-in at the coaches gate (NW corner #3).

### **Pre-Game and Game Day Logistics**

- The compliance office (recruiting coordinator) monitors recruits coming on official visits with the complimentary admission spreadsheets received by sports and reminds sports each week to submit the appropriate forms by the Thursday noon deadline.
- Compliance sends an official visit list by sport (recruit name) to athletic department senior staff prior to each home game.
- Compliance meets with the ticket office on Friday afternoon prior to each home football game to ensure a check and balance of the complimentary admission needs per sport prior to game day.
- Compliance meets the ticket office representative at the gate 2 ½ hours prior to kick-off and has all comp admission forms and wristbands.

## Department of Intercollegiate Athletics Policy and Procedure

Revised and posted 7/13/10

### ***Coaches (High School/Junior College/AAU)***

**Policy:** Complimentary admission shall be limited to those coaches who are instructing prospect age individuals (high school, junior college, AAU). Entertainment of high school coach or any other individual responsible for teaching or directing an activity in which a prospect is involved shall be limited to providing a max of two comp admissions (issued only through a pass list) to home intercollegiate athletics events at any facility within a 30-mile radius of the institutions main campus, which must be issued on an individual basis (13.8.1). It is the responsibility of each sport to notify coaches about the guidelines/rules for complimentary admission. Further, it is the responsibility of each sport to ensure that the coaches meet the policy for a coach complimentary admission (see above). Potential sell-out situations will limit coaches pass lists to coaches of the respective sport (football coaches to football games). Exceptions will be handled on an individual basis and should be directed to the sport hosting the contest. The UT and A&M football games will be limited only to football coaches and to the first 100 calls. To purchase additional seats, coaches must call the ticket office and purchase tickets in the same manner as the general public (13.8.1.3).

**Procedures Football Games:** The coach must call the office of their respective sport prior to each contest. No reservations will be taken after Thursday prior to the football game. Each sport and/or secretary shall submit a coaches pass list to the ticket office by noon on the day prior to the event. Coaches shall report to GATE #3 (Northwest corner of Jones/AT&T Stadium). Coaches will be required to show a Photo ID and must sign for their complimentary admission. It is not necessary for them to show a coaches card because simply belonging to the Texas High School Coaches Association does not allow them access to TTU events. Coaches will be notified as to their seating area at the gate.

**Procedures All Other Sports:** All sports may accept calls and submit a coaches pass list for all contests. Please submit appropriate form to the ticket office by noon on the day of the event or by noon on Friday if weekend/holiday event.

### **Pre-Season Home Events (coaches vs. cancer/NIT) – staff interp 7.2.03**

**Policy:** It is permissible for a recruit and/or HS/JC coaches to attend preseason events on the institution's campus on an official visit, unofficial visit or coaches pass list.

**Procedures:** Complete the appropriate forms and submit as usual.

### **Post-Season (Conference Tournaments/NCAA Championships or Bowl Games)**

Texas Tech MAY NOT provide complimentary admissions to a prospect for any post-season event. The prospect may purchase tickets only in the same manner as any other member of the general public. (13.6.7.2.2, 13.6.7.2.3, 13.7.2.3, 13.7.2.4)

### **Home Contests at Site Other than Regular Home Facility (13.7.2.2)**

**Policy:** It is permissible to provide up to three complimentary admissions to a prospect for a home game at a site other than the home facility. Tournaments and postseason contests are excluded.

**Interpretation:** The membership services staff confirmed that it is not permissible for institutional staff members to have recruiting contact outside of a contact period with prospective student-athletes who receive complimentary admissions to a home contest conducted at a site other than the institution's home facility. Any permissible contact during a contact period must be counted as an off-campus contact.

**Procedures:** Complete unofficial visit form and submit to ticket and compliance offices. Send rule and process including no coaches pass list annually (early to mid-November for mbb and early September for FB) games in Dallas.

## Department of Intercollegiate Athletics Policy and Procedure

Revised and posted 7/13/10

### **Student-Athlete Admission to Home Contests in Other Sports (Bylaw 16.2.1.3)**

#### ***Fifth Year (Eligibility Exhausted) & Medical Exempt Scholarship Student-Athletes***

**Policy:** All students (including student-athletes) at Texas Tech are charged the athletics fee (\$52/semester after three hours ~ '08).

**Procedure:** Student-athletes gain admission to all events by swiping their student ID card through a card reader. Student-athletes are treated as students and gain admission for general student seating.

### **Institutional Contests in the Student-Athlete's Sport (Bylaw 16.2.1.1)**

An institution may provide up to four complimentary admissions per home or away contest to a student-athlete in the sport in which the individual participates, regardless of whether the student-athlete competes in the contest. Institutional limits may be placed on student-athlete complimentary admissions due to seating limitations in various venues, and/or purchase requirements.

**Procedures (general):** The Assistant Athletic Director/Ticket Operations receives a list of active student-athletes (roster) from the compliance office. Envelopes are prepared for every game of the season by the ticket office. Player completes envelope and tickets are signed for at will-call

**Procedures (football):** Players request guest admissions through the ACS database beginning Fall 2010.

**Procedures (all other sports):** A designated sports staff member is responsible for all player ticket envelopes. All envelopes with signatures shall be returned to the ticket office.

#### ***Away Games – All Sports***

**Ticket Distribution:** All tickets (e.g., player and coach comps) must be signed for at the visiting ticket office will-call. The ticket office will supply each sport with player envelopes for each away event at the beginning of each year. The coach in charge of tickets or the visiting ticket office will return the appropriate documentation to the Texas Tech Ticket Office. All documentation will be filed.

**Coaches Tickets:** Head Coaches generally have game admissions and/or tickets to distribute as noted in their contract. Coaches are not permitted to use these admissions/tickets for prospects or their family/friends or coaches of prospect aged individuals. It is suggested that coaches have documentation regarding ticket distribution including name and relationship.

**Exception (Men's Basketball ~ October, 2009):** Policy, Per NCAA directive, no event tickets may be provided to individuals associated with a prospect. Men's basketball discretionary tickets and Pat Knight contract tickets are retained in the ticket office.

Procedure: Men's basketball coaches and staff are required to identify guests they wish to have complimentary admissions on the "Discretionary tickets – Pass List" form in accordance with NCAA rules and institutional policy. The form is submitted to the ticket office. The ticket office administers admissions at event, obtaining signature of guests. Forms are filed in the ticket office.