

# 2024 Group Sales Guidelines

## THE SANTA FE OPERA

### How many people do I need to qualify for group tickets?

- 10 or more patrons per performance.
- If your group falls below 10, the group discount and benefits no longer apply.

### What are the discounts and benefits?

- The amount of discount received depends on the seating section chosen and performance date.
- Group Sales are not subject to Dynamic Pricing as Individual tickets are.
- The handling fee is reduced from \$5.00 per ticket to \$4.00 per ticket.
- Consolidated seating for your group.
- Personalized attention to your order.

### How do I make a group reservation?

Contact Laura Alvarado in Group Sales, regarding your performance dates, number of tickets, and seating section choices. Please specify special requests (seats on aisles, all seats together, wheelchair accommodations, etc.). Laura will send you a group contract and guidelines. Sign and return the contract (scan and email or fax to 505-995-3030) along with a **non-refundable** 20% deposit.

### Can I change the number of tickets in my reservation?

Yes! You may adjust the number of tickets at any time before final payment is made. *Please note that if you reduce the number of tickets after deposit has been received, there is a \$10 per ticket return fee for each performance ticket you release.*

### When is the final payment due?

Your final payment will be due 45 days prior to your first performance date.

### Can I exchange my group tickets?

Yes! You may exchange your seats for another performance of the same opera up to 48 hours in advance, subject to ticket availability. The exchange fee is \$5.00 per ticket if the exchange is made before your final payment and \$10.00 per ticket if made after your final payment.

### If I have to cancel my reservation can I get my deposit back?

Your 20% deposit can be applied to the purchase of individual tickets for operas during the same season, but it is not refundable.

### Can the members of my group pay individually for their tickets?

In order to qualify for the group discount, you must make a single payment for the deposit and a single payment for the final balance due.

### Can I reduce the number of tickets after my final payment has been made?

Once final payment has been received, you may not reduce the number of tickets. You may add tickets subject to availability.

### What happens if my final payment is late?

- A fee of \$30.00 per day will be assessed for each day your final payment is late.
- If the final payment is not received within 5 working days of the deadline, your seats will be released for immediate sale and your 20% deposit will be forfeited.

### When will you assign seats for my group?

Seating for groups which are also donors begins in December, immediately following subscription renewal. Seating for non-donor groups begins on January 1<sup>st</sup>. Seating requests are filled in the order in which deposits were received.