

RMB Ticket Agent Training

Business Mailing Address:

The Royal Masquerade Ball
PO BOX 59825, Schaumburg, IL 60159
630-410-1010

www.royalmasqueradeball.com

www.1magicnight.com



What is the Royal Masquerade Ball?

The Royal Masquerade Ball is an actual formal dress ball thrown by the Royal Court with the objective of finding the “Belle of the Ball.”

- Activities include: Royal Scavenger Hunt, Dance Lessons, An Interactive Play, The Great Trivia Challenge, a Singing Diva, the Best Dressed Contest, and more.
- This is a formal event. Suits, tuxedos, and long ball dresses are the expected. Masks will be available for sale at the event.

Where is it located?

RMB is currently held at Diplomat West in Elmhurst located at 681 W. North Ave, Elmhurst, IL.

What ages can attend?

The ball is open to those under 21 but we ask that small Children be left with their nannies. The ball is not a place that allows the free roaming of small children. Any small children found wandering amuck will be fed large quantities of chocolate and caffeinated soda products.

Is it an open bar?

The Royal Masquerade Ball is proud to offer a cash bar. However, dinner and the first glass of wine is included with the ticket.

What are the Food Options?

Standard fare is a gourmet chicken based dish. Vegetarian lasagna is available for those who do not eat meat. Unfortunately, the banquet halls that partner with RMB do not have Vegan options.

Agent Ticket Sales

1. Online TicketLeap.com Sales
 - a. \$5 to \$25 commission paid per ticket sold via Ticketleap when Royal Agent Code is used.
 - i. Agents are provided with different codes representing \$5 to \$25 off tickets.
 1. \$5 OFF = \$25 Commission Paid
 2. \$10 OFF = \$20 Commission Paid
 3. \$20 OFF = \$10 Commission Paid
 4. \$25 OFF = \$5 Commission Paid
 - ii. Buy 1 get 1 50% Off (BOGO) specials count as 1 ticket credit for commissions.
2. Group Sales (10 or more)
 - a. \$10 to \$20 commission per ticket purchased depending on rate.
 - b. Groups may be offered as low as a \$69 rate up to \$79 rate for 8 or more and will be provided with VIP reserved seating. Tables are typically 8 to 10 per table.
 - c. Transactions made over phone directly with box office or onsite. (630)-410-1010
3. Full Event Sales
 - a. If an entire event is sold out to a single client as a private event (corporate, wedding, church, political party etc.) Agent receives a 25% commission on net profit of show after food and cast cost.
 - i. Food cost varies depending on Venue and averages \$30 per seat after taxes.
 - ii. Cast and crew costs averages \$1500 per show.
 - iii. Private show range is 100 to 250 with 750 guests possible for certain dates.
 - iv. Ticket Agent has discretion to negotiate cost per person. Price range should be between \$65 and \$99 per person
 1. 100 person minimum.
 2. Private Show can be done under 100 persons but start at \$4995.

Commissions

1. For Group and Private Sales are paid between 14 to 21 days after a show has been performed. Agents must submit a completed RMB GROUP SALES TRACKING REPORT in order to be paid.
2. Only paid to official RMB Ticket Agents who have signed an agreement with Royal Masquerade Ball and Chicago Dance Factory, LLC.
 - a. Agents must have a W-9 on file in order to be paid.
3. Paid in a separate commission check to employees of Chicago Dance Factory and employees and contractors of the Royal Masquerade Ball.
4. Commissions for agent codes are calculated and paid once a month and are only paid on shows which have been performed.
5. Are not paid on any tickets that are refunded for any reason.

Chicago Dance Factory Membership Commissions

- i. Ticket Agent is paid a one-time \$100 commission for the first month of any trial one week passes which result in a Gold or Platinum Membership.
- ii. Ticket Agent is paid a one-time \$50 commission for the first month of any trial one week passes which result in a Collegiate Membership.

Systems for Selling Tickets

1. How to get started

- a. Personal Network
 - i. Friends, Family, Church and Social Community Contacts
 1. Birthdays
 2. Anniversaries
 3. Graduations
 4. Retirements
 5. Company Party where you work
 6. Church or Social group party
 - ii. "Create an event" and invite everyone you know.
- b. Social Networking: Facebook, Social Media, special interest groups, etc.
 - i. Post Facebook RMB ads with your Royal Code.
 - ii. Make your posts more personal than professional to get more views.
 - iii. Church groups, Meetup.com groups, Singles Groups, Networking Groups, etc.
- c. Recruit your own team of Ticket Agents
 - i. Recruit highly motivated people to become RMB Ticket Agents and receive a \$5 override on all standard ticket sales and a 10% override on any of their group and private party sales.

2. Posting Flyers

- a. Create a "Route" of 25 to 50 locations to place posters.
 - i. Target Market: Middle to Upper Class Areas.
 1. Area check: Can they afford a \$99 ticket for entertainment?
 - ii. Follow up with route weekly.
 1. If you identify 50 locations you can post, check on your 12 to 15 of your posters each week so that you cycle through all locations monthly.
- b. Panera, Starbucks, Whole Foods, Family Restaurants, Schools, etc.
 - i. Always seek permission before posting any flyer.
 - ii. Do not post in public locations without checking city ordinances.
 1. Any fines for improper city posting or other violations levied on the show due to flyers and posts will be charged back to the Ticket Agent.

3. **Fund Raising Partners:** *Churches, Groups, and Organizations.*
 - a. Contact church or non for profit organization leaders offering \$5 to \$20 in donations per ticket sale to their organization.
 - i. **Church / Social Group Special Event**
 1. Have a “Church Outing” or “Group Event” at the Royal Masquerade Dinner and Ball.
 2. Agent Receives between \$5 and \$20 commission per ticket depending on how much is offered to the organization.
 - ii. **Fund Raiser**
 1. RMB will donate \$5 to \$20 per ticket sold for any organization that an agent signs up as a Fund Raising Partner.
 2. Suggest organization use their members to sell tickets.
 3. Best Approach Churches, Non for profit organizations, singles and professional groups, school sports teams, senior communities, etc.

4. Corporate Sales

a. Company Parties

- i. Reach out to businesses (schools, sales organizations, etc.) who may want to have their company party at the Ball.
 1. Sales Organizations
 2. School Districts
 3. Most large companies
- ii. Companies may also “host” a ball where they invite their clients.
 1. Law Firms
 2. Marketing Agencies
 3. Political Parties

b. Business Sales

c. *Walk in or Call*

d. *Script (Ask for owner or manager):*

- i. **Hi, I’m with the Royal Masquerade Dinner & Ball. It’s a formal dress ball with entertainment and party games that is Chicago’s Newest Must DO event!**
- ii. **Just for considering using our show as either a company employee party or client appreciation event, I’d like to give you a VIP One Week membership to Chicago Dance Factory that you can use towards a free dance lesson!**
 1. *For a single person or couple*
 2. *If they ask for more, you can give them up to 3 VIP Passes for 3 different people. Passes cannot be combined.*
 3. *They get the VIP pass just for talking with you and hearing you out.*
- iii. **Do you have an annual employee party?**
 1. *Number of Employees?*
 2. *Significant Others?*
 3. *Company will receive 10% discount for 10 or more tickets.*
 4. *Free Wine Flights included if entire show date purchased. Minimum attendance for private party is 88 persons.*
- iv. **Do you currently have a loyalty program for clients?**
 1. *Only applies to businesses that offer higher cost services or which have sales departments that deal with high return clientele.*

5. Organize your Campaign

- a. Where to get business and non for profit organization contact information.
 - i. General Listings: local.yahoo.com, yelp.com, yellowpages.com
 - ii. Search engines: yahoo, google, etc.
 - iii. InfoUSA.com
 - iv. Library business demographics Database
- b. Tracking your Contacts
 - i. Track EVERYTHING
 1. Names and job of every person you speak to.
 2. Situation
 3. Attitude
 4. Atmosphere
 - ii. Tools
 1. Excel
 2. Google Docs Spreadsheets
 3. CRMS: Salesforce, Act, Goldmine
- c. Follow up is the Key
 - i. Use calendars to follow up with potential leads especially for those interested in a group or private event.

RMB Ticket Royal Agent Code(s): _____

Contacts: Brian Wong (Producer): brian@royalmasqueradeball.com
Box Office: 630-410-1010
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