University of South Carolina Foundations
Online Sales Policy & Training Manual

November 2012
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Introduction

University Foundations allows colleges, departments and campuses affiliated with the University of South Carolina to sell event tickets and items online for events where funds will be deposited in a Foundation Project. To setup events and process payments, Eventbrite (http://www.eventbrite.com) has been selected as the Foundations’ vendor.

University Foundations is committed to lawful and ethical behavior in all of its activities and requires that all applicable laws and policies are followed. These laws include but are not limited to: applicable privacy laws, University of South Carolina Credit/Debit Card Processing Policy BUSF 4.11 (http://www.sc.edu/policies/busf411.pdf).

After notifying University Foundations to open each event for which credit cards will be processed by completing the “Online Event Sales Agreement Form” which is located in the appendix of this document, Colleges and Departments are allowed to manage their own accounts for events. [This means we will not be able to set up fee collection events in Eventbrite without the Foundation creating the event. We need to plan for at least 14 business days for the Foundation to create an event for us.]

Note: Checks will not be processed unless an “Online Event Sales Agreement” has been completed and submitted to University Foundations.
Opening an Event

Please contact Amber Lipari ((803) 576-6141, alipari@mailbox.sc.edu) at the USC Educational Foundation when you are ready to create an event. After receiving a signed “Online Event Sales Agreement“ (see manual appendix), sent to University Foundations at 1600 Hampton Street, Suite 814, Columbia, SC 29208, she will open the event for you, then notify you so that you can then log in and manage your event. Please select no more than two contacts for your event. Contacts should be USC employees, and Amber will need a University email address for each contact. [This means (for example) Reunion Eventbrite emails will be available to reunion@law.sc.edu and bethu@law.sc.edu; Compleat Lawyer Eventbrite emails will be available to compleat@law.sc.edu and bethu@law.sc.edu.]

Managing an Event

Go to http://www.eventbrite.com, log in, select “My Events”, then “edit”, and fill out the following three categories:

1. **Event Details**
   This section allows you to list all information about your event, such as event title, venue name, address and event dates. You can also upload an event logo and customize your event webpage by adding text, pictures or using html code. Facebook and Twitter integration can be used for additional promotion.

2. **Create Tickets**
   Select the ticket types you would like to create. There are three types of tickets available: free, paid and/or donation. Select fee type for paid tickets.

3. **Promote Event / Privacy Settings**
   In this section you can select an event to be public or private. Event categories can be selected for public events, after which they are visible on the Eventbrite website and in search engines. For private events, visitors can share the event on Facebook, Twitter and LinkedIn if desired.

*Note: The window for online sale related to events should not exceed 180 days.*
Managing Events

Payment Options
After setting up an account, Payment Options must be added for each event. To comply with all University of South Carolina and University Foundations policies, the following payment option is mandatory (see screenshot):

Select payment processor: Credit Card Processing
Payout method: Check
Name/Pay to: USC Educational Foundation
1600 Hampton St., Suite 814
Columbia, SC 29208

Note:
- Paypal and Google Checkout are NOT allowed as payment processors.
- University Foundations only accepts checks as “Additional offline payment methods.”
- Invoices cannot be sent.
Fees

If your event is free, Eventbrite is free to use. There are no monthly charges or setup fees. If you are charging for an event, the below fee structure applies.

<table>
<thead>
<tr>
<th>Eventbrite fees*</th>
<th>Payment processing fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0% plus $ 0.99 per ticket</td>
<td>3.0 % of ticket value</td>
</tr>
</tbody>
</table>

*Eventbrite fees only are capped at $ 9.95 for event organizers.

The organizer can choose to:

- Pass on fees to the buyer
- Absorb the fees
- Absorb the credit card fees and pass on Eventbrite fees to the buyer

Non-Profit
The USC Educational Foundation is a non-profit corporation that operates within the provisions of Sections 501(c)(3). To be eligible for the 2% fee listed above, please contact Eventbrite and add our “IRS Tax Exempt Determination Letter” to your account. This document can be found at: [http://www.sc.edu/foundations/educational/doc/EFTaxExemptDetermination.pdf](http://www.sc.edu/foundations/educational/doc/EFTaxExemptDetermination.pdf).

An increased fee structure applies (2.5%), if the above document is not added to your account. Note: If your event is set up for you through the Ed Foundation’s Eventbrite account, this has already been done for you, and the 2% fee will apply.

Donations
Donations associated with event purchases may be processed in one of two ways. An event organizer can accept a donation as the ticket cost or as any monies received above the base ticket cost. A donation is considered a ticket in the Eventbrite system and is therefore subject to a fee. The following donor information is required when collecting donations:

- Full name (First, Middle, Last, Suffix)
- Address
- Phone number
- Email address
• May we contact purchaser/donor regarding future University programs and events (yes/no) *

Additional questions may be added by selecting “Customize Order Form” in the manage event section using a drop down box. Donations may only be accepted through Eventbrite if directly tied to an event. Individuals wishing to make online contributions not affiliated with an event should go to http://giving.sc.edu/.

Additional Sales
Event organizers can sell additional items for paid events, such as t-shirts or other memorabilia, by adding them to the “Additional Sales” section. Although Eventbrite does not charge a service fee for additional sales, they are subject to a 3.0% credit card processing fee.

Event Promotion
Organizers can promote their event by customizing their event webpage, using social media, and/or email invitations. Email contacts can be imported and managed from within the system.

Reporting Sales/Donations
After an event is completed, organizers can print event reports from the Event Management section. A report is required for each item category (ticket, donation or additional sales). If donations were accepted, the reports must contain all information collected from the donor. Please complete a “Deposit Transmittal Form” available on our website at http://www.sc.edu/foundations/forms/DepositTransmittalForm.pdf and send it with the sales report to University Foundations. All collected funds for events must be sent to University Foundations. Checks for funds collected through credit card payments via the Eventbrite website will be sent directly to University Foundations.

Questions:
Eventbrite product support is available 24/7, please visit Eventbrite.com for contact information.

For questions related to University Foundations and its policies and procedures, please contact:

Miscellaneous cash receipt questions:
Amber Lipari
Phone: 803-576-6141
Email: alipari@mailbox.sc.edu

IT questions:
Jeroen Fortuin
Phone: 803-777-0584
Email: fortuin@mailbox.sc.edu

For questions related to gift processing and University Advancement and its policies and procedures, please contact:

Gift processing
Phone: 803-777-7190
Appendix: University Foundations Online Event Sales Agreement

Event Name: ____________________________________________________________

Location: ____________________________  Event Date: ________________

Event Project ID: __________  Event Project Name: ____________________________

Donation Project ID: __________  Donation Project Name: ____________________________

As a user of the University Foundations Online Sales System:

1. I understand that I have access to information, data, and files considered confidential and private.
2. I agree to use this system only to publish and promote events and retrieve sales reports considered vital and beneficial to my department, college or campus.
3. I am aware that seeking information or using the system not directly pertaining to my department, college or campus is strictly prohibited and could result in criminal and civil penalties.
4. I will not distribute confidential information obtained from the system to unauthorized personnel, including, but not limited to, any persons or entities outside of the University of South Carolina and the University of South Carolina Educational Foundation.
5. As a user of the Online Sales System, I will keep my user name and password **confidential** and for my individual use only.
6. The College, Department or Campus will not process physical credit card payments, write down credit card numbers and/or buy tickets for attendees by accepting credit card information directly. This may include but is not limited to accepting credit card information via phone, email or text messaging.

*I understand that all funds from this event must be deposited in the Foundation Project(s) indicated above.*

My signature denotes that I have read and understand the Online Sales Policy & Training Manual and agree to abide by its terms and agree to follow all policies as amended in University of South Carolina Credit/Debit Card Processing Policy BUSF 4.11.

**Requestor:**

Name: ____________________________  Phone: ________________

Title: ____________________________  College/Department/Campus: ________________

Signature: ____________________________  Date: ________________

**Chancellor, Dean or Vice President’s Approval:**

Signature: ____________________________  Date: ________________