



## 2024 TICKET PROGRAM OVERVIEW

As a member benefit of belonging to the Wisconsin Park & Recreation Association (WPR), members of the organizations have the opportunity to purchase discounted tickets at the lowest available price to attractions that they may sell to the general public.

### Everyone benefits!

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#### General Public

Attraction ticket in this ticket program are at a discounted rate from gate pricing, the lowest available price.

#### WPR Member

As of 2024, WPR members retain 75¢ from the sale of each ticket in exchange for promoting and selling tickets on behalf of the attractions.

#### WPR

As of 2024, the WPR retains \$1.50 from the sale of each ticket in exchange for orchestrating the ticket program.

#### Attractions

Even factoring in the discounted rate from gate pricing and the \$2.25 retained by the WPR and its' participating members, attractions benefit by the added local exposure and additional promotion by the members throughout the state, which results in more ticket sales.

### To become involved:

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#### ATTRACTIONS

##### Complete Attraction Agreement by February 23, 2024

*Attraction Agreement contains pricing and description details for each attraction.*

##### Send tickets and promotional brochures to all WPR Members by April 30, 2024

*WPR will send order details by April 8, 2024.*

#### PARTICIPATING WPR MEMBERS

Identify ticket program coordinator

Submit Participating Member Agreement by March 22, 2024

Place attraction ticket order by March 29, 2024

Sell tickets through Labor Day

Return payment and unsold tickets to WPR by September 13, 2024