



A large, semi-transparent sphere with a blue-to-teal gradient, positioned in the upper right area of the slide.

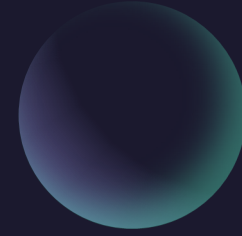
Long Center for the Performing Arts

- **Diana Lynn Gembinski, Director of Ticketing**
 - **Since June 2021**
 - **Formerly box office manager at Ballet Austin**
- 
- A decorative, semi-transparent arc with a blue-to-teal gradient, located in the bottom right corner of the slide.



Long Center for the Performing Arts

- **15-year-old presenting arts organization**
 - **Several spaces for programming and renting:**
 - Dell Hall - 2,400 seats
 - Rollins Studio Theater - up to 220 seats
 - H-E-B Terrace - up to 2,000 people
 - Hartman Lawn - up to 5,000 people or more
 - Several ancillary spaces like the Kodosky Lounge and Gallery 701
- 



Holiday Bundle 2022

Tessitura/TNEW Setup for Holiday Bundle:

- Flex Packages using Packages
- “Faux Flex” Packages using Pricing Rules



Pros for using the Flex Package set-up

- **PROS**

- Cleaner online landing page and link.



Cons for using the Flex Package set-up

- **CONS**

- The flex package landing page in TNEW starts with having to choose which type of package you want, which for us means how many performances.
- You cannot select your own seats online when choosing a package.
- You must choose the same number of seats for every performance in the package.
- We would have to create new package fees since our per ticket fees are set up for single tickets.
- There are currently no Print-at-Home (PAH) or Mobile tickets for packages, only Will Call or Standard Mail. There are workarounds, but that meant more time and money.
- A show cannot be added to a package once it's been sold; a new package must be created with the added show.



Pros for using the “Faux Flex” set-up with Pricing Rules

- **PROS**

- You can select your own seats.
- You can choose a different number of seats for each performance in the package and still receive the discount.
- The per ticket fees are already created for single tickets and would be applied.
- Any ticket delivery method can be chosen.
- A show can be added at any time.



Cons for using the “Faux Flex” set-up with Pricing Rules

- **CONS**

- We are limited to what can be viewed on the TNEW page when using a keyword link.
- Functionality is limited if the “Continue Shopping” button link at the bottom is clicked instead of the customized holiday bundle link in the message box at the top. *Note: We added a Holiday Bundle link at the bottom of the Calendar/Listing page in TNEW Admin.*





Holiday Bundle using “Faux Flex” Packages (Pricing Rules) Screenshots

<https://my.thelongcenter.org/events?k=Holiday Bundle>





Tessitura Long Center for the Performing Arts **LIVE** - [Pricing Rules]

File GoTo Ticketing Setup Tools Window Help

Filters
Action: (All)
Category: (All)
Description:
holiday X

Description

Holiday Bundle 2022 - 1 show
Holiday Bundle 2022-2 shows-MB
Holiday Bundle 2022-23
Holiday Bundle 2022-3 shows
Holiday Bundle 2022-BlueyZone1
Holiday Bundle 2022-Membership
Holiday Bundle 2022-VIPTix NDT
Holiday Bundle 2022-VIPTixBlue
Holiday Bundle 2022-wrong show
Holiday Bundle 2022-wrongprice

Pricing Rule Constituent Criteria Messaging *

General

Description: Holiday Bundle 2022-23 Inactive Id: 56

Type: Product Volume Start Date/Time: 11/25/2022 12:00 AM

Category: Default Pricing Rule Category End Date/Time: 1/1/2023 11:59 PM

Appeals: (all) Maximum Seats:

Sources: (all) Exclude General Public

Created 11/18/2022 16:01:17 by dgembins at DGembins077 Modified 1/2/2023 09:19:05 by dgembins

Action

Mode: Price Type Change

New Price Type: Holiday Bundle

Criteria

Purchase to products

of these All Products

at these price types

Apply the rule

to a maximum of seats per product

Apply discount to lowest common number of seats

Tessitura Long Center for the Performing Arts **LIVE** - [Pricing Rules]

File GoTo Ticketing Setup Tools Window Help

Filters

Action: (All)




Category: (All)

Description: holiday

Description

- Holiday Bundle 2022 - 1 show
- Holiday Bundle 2022-2 shows-MB
- Holiday Bundle 2022-23**

Pricing Rule Constituent Criteria **Messaging ***

Message Type	Message	Inactive	Created / Modified
(TNEW Cart) <input type="button" value="v"/>	<p>	 Created: 11/19/2022 Modified: 12/16/2022	
(TNEW SingleTicketListing)	<p>	 Created: 11/19/2022 Modified: 12/16/2022	
(TNEW SingleTicketSelection)	<p>	 Created: 11/19/2022 Modified: 12/16/2022	



 LOGIN

VIEW CART 

Promo Code

SUBMIT

Calendar

View our upcoming events listed on the calendar below. **Please note:** Only those events that the Long Center sells tickets to will be listed below, including offsite events.

To view **all** of our upcoming events taking place at the Long Center only, including Austin Opera, Austin Symphony Orchestra, and Ballet Austin, click **HERE** for our full event calendar on our website (offsite events not included).

BOX OFFICE HOLIDAY HOURS

The box office will be closed on Friday, December 23 through Monday, January 2 so our team can spend time with family during the holidays. We will reopen on Tuesday, January 3 at 10 AM. You are always welcome to purchase tickets online at any time. Have a wonderful and safe holiday season!



Click **HERE** to purchase the **HOLIDAY BUNDLE** and **SAVE 20%** on 2 or more Long Center Presents shows!

NOTE: Must choose Standard price type when selecting seats to receive the discount. Not valid on VIP Meet & Greet tickets, except for Sandra Bernhard's "Bern It Down." If you choose Bluey's Big Play, the discount is only available in the rear Mezzanine and Balcony. Holiday Bundle discount not valid on previously purchased tickets.

Filter by Keyword

Gala Comedy Community Dance Film Music Theatre Dell Hall Rollins Studio Theatre H-E-B Terrace



Saturday, May 27, 2023 10:00AM	BLUEY'S BIG PLAY	Purchase 
Saturday, May 27, 2023 2:00PM	BLUEY'S BIG PLAY	Purchase 
Sunday, May 28, 2023 10:00AM	BLUEY'S BIG PLAY	Purchase 
Sunday, May 28, 2023 2:00PM	BLUEY'S BIG PLAY	Purchase 

[Shop Holiday Bundle](#)

Shopping Cart

[CLICK HERE TO CHOOSE THE SHOWS THAT ARE PART OF THE FLEX PACKAGE DISCOUNT!](#)

Your current cart contents are listed below:

Deepak Chopra "Awakened Life"

\$59.00

Wednesday, October 26, 2022 7:30PM

Dell Hall

Rear Orchestra Center Left	R - 102	Standard	\$59.00
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Subtotal	\$59.00
LCP FY23: Service Fee	\$12.00
Total	\$71.00

[Continue Shopping](#)

[Check Out](#)

Shopping Cart

[CLICK HERE TO CHOOSE THE SHOWS THAT ARE PART OF THE FLEX PACKAGE DISCOUNT!](#)

Your current cart contents are listed below:

Deepak Chopra "Awakened Life" \$54.00

Wednesday, October 26, 2022 7:30PM

Dell Hall

Rear Orchestra Center Left	R - 102	FLEX-2 - 10% Off	\$54.00
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A Conversation with NIGELLA LAWSON \$45.00

Tuesday, November 22, 2022 7:30PM

Dell Hall

Mezzanine Center Left	A - 119	FLEX-2 - 10% Off	\$45.00
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Subtotal	\$99.00
LCP FY23: Service Fee	\$20.00
Total	\$119.00

[Continue Shopping](#)[Check Out](#)

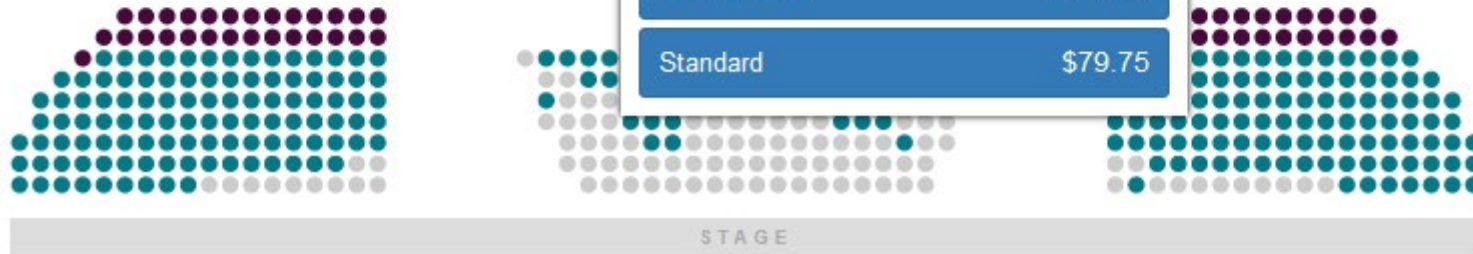
← Change Section

Legend

SECTION	ROW	SEAT	
Parterre Center Left	CC	121	X

Choose a ticket type:

- Premium VIP Package \$279.75
- VIP Package \$179.75
- Standard \$79.75



●
+
-

VIEW SEATS

\$0.00
0 Seats

ADD TO CART



Shopping Cart

[CLICK HERE TO CHOOSE THE SHOWS THAT ARE PART OF THE FLEX PACKAGE DISCOUNT!](#)

Your current cart contents are listed below:

Deepak Chopra "Awakened Life" \$46.00

Wednesday, October 26, 2022 7:30PM
Dell Hall

Rear Orchestra Center Left	R - 102	FLEX-5 or More - 25% Off	\$46.00
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A Conversation with NIGELLA LAWSON \$38.00

Tuesday, November 22, 2022 7:30PM
Dell Hall

Mezzanine Center Left	A - 119	FLEX-5 or More - 25% Off	\$38.00
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William Shatner and Star Trek II: The Wrath of Khan \$61.00

Sunday, January 15, 2023 7:30PM
Dell Hall

Parterre Center Left	CC - 121	FLEX-5 or More - 25% Off	\$61.00
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Our Planet Live in Concert \$204.00

Thursday, March 9, 2023 7:30PM
Dell Hall

Front Orchestra Center Left	C - 112	FLEX-5 or More - 25% Off	\$68.00
Front Orchestra Center Left	C - 111	FLEX-5 or More - 25% Off	\$68.00
Front Orchestra Center Left	C - 110	FLEX-5 or More - 25% Off	\$68.00

Membership 2022-23 \$90.00

Friday, June 30, 2023 11:59PM

\$120 FRIEND	1 Item(s)	FLEX-5 or More - 25% Off	\$90.00
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Subtotal	\$439.00
LCP FY23: Service Fee	\$71.00
Total	\$510.00

