

2010 Transitions in Ticketing

Dear Festival Friends,

As we transition into 2010, there are several changes you may notice, starting with the ticket ordering process. In order to reduce the cost of our ticketing operations, we are transitioning into a generally “ticket-less” festival entry system. Please do not “freak out”.

The Quick Rundown:

- Paper tickets will no longer be accepted at festival gates. Wristbands are required for festival access, including the main theater area.
- Walk-in campground access and lot parking are included with all festival wristbands.
- Single-day ticket prices will increase by \$5 per day. Season Ticket Package prices will remain the same.
- Will Call is now a computerized system. You may log into your ticket order and specify other folks who may use your festival tickets.
- Paper tickets and mailing service will be available for a fee.
- Reserved Parking area will be enlarged!!
- Texas Folk Music Foundation is inviting folks to become Members of the Foundation. Memberships of TFMF are tax-deductible and now available online at the KFF Season Ticket purchase page.

The Details:

Wristbands (not paper tickets) will be issued to all festival patrons at the Ticket Booth, including folks just coming to the evening show. Although there is an option for Season Ticket Package folks to have paper tickets printed and mailed (in order to distribute them freely to others) the paper tickets must be exchanged for a wristband at the Ticket Booth. Paper tickets will no longer be valid to get through festival gates; only a valid wristband will be acceptable for access through all festival gates (including the Kennedy Theater and the Campgrounds). Walk-in campground access and lot parking are included with all festival wristbands. Single-day ticket prices will increase by \$5 per day; Season Ticket Package prices will remain the same. Also, the Reserved Parking area will be expanded to accommodate our increasing number of Season Ticket Patrons!

The most noticeable change will be the computerized Will Call system. This is what the changes will look like to patrons:

After you have clicked through the KFF ticketing website, picked out your Season Ticket Package and entered your information, you will be given 2 options regarding Ticket Package fulfillment (who gets which tickets). One option is free, the other has a service charge; either option will allow you to share your tickets with others.

OPTION A: For FREE, you may use the “wristband fulfillment” feature anytime after the purchase process to specify who may pick up wristbands from your order and which festival-days they may use. After your ticket order is complete, you will be emailed an order confirmation including a purchase summary and directions for logging into your order’s wristband fulfillment page to specify anyone else who you may pick up wristbands from your order. After logging in, you may change wristband fulfillment information, change personal information (address, ph#, email, etc.) as well as change your log-in password. You may not change your actual ticket order (i.e. change quantity of tickets or switch festival days). If you forget or lose your password,

there is a link on the log-in page that will email you a new password instantly. (This process is designed to be easy and user-friendly, but as an example: if you do not log-in and list your wife on the wristband fulfillment page and she comes to pick up her 18-day wristband without you, the Ticket Booth will not give it to her until you arrive for verification or log into your wristband fulfillment page and add her name. Yes, you can log in anytime, even during the festival.)

OPTION B: For an additional \$15, you may request paper tickets be printed and mailed to you. (Our Will Call system is electronic, if you want paper tickets, you must keep track of them.) After your order is complete, you will be emailed an order confirmation including a purchase summary and directions for logging into your order in case you need to change your personal information. Your paper tickets will be mailed the first week in May to the address on your order. Paper tickets must be exchanged for a wristband at the Ticket Booth prior to festival entry.

Thank you for patience during our adjustment to this new operating system. As we no longer use a third-party ticketing service, we plan for the new KFF ticketing system to be a long-term solution, which means fewer major changes for you in the future and lower service fees.

Support the Texas Folk Music Foundation and Kerrville Folk Festival with your Membership

New in 2009, you can now become a Member of the Texas Folk Music Foundation at the \$100 level and help us support folk music and songwriters. You'll be able to renew your membership next year at \$75, when you renew on time. With this Basic Membership you'll enjoy the following benefits:

- You will be supporting the foundation and it's support of folk music and singer songwriters
- You will be able to vote for each open TFMF board position, helping to decide who provides leadership for the foundation**
- You will receive a classy TFMF t-shirt each year that you join as a member
- 2009/2010 Members receive a limited edition KFF live promotional CD
- Memberships purchased after January 1 of any year shall entitle the member to membership for that calendar year and until April 1 of the following calendar year.

So, please select TFMF Membership when you complete your Season Ticket Package and help us kick off the inaugural Membership year with a resounding chorus!

Also, additional Premium TFMF Membership options online beginning November 2, 2009 at www.kerrvillefolkfestival.com

The Texas Folk Music Foundation is a 501(c)(3) not-for-profit organization and your donation is tax deductible to the extent allowed by law.

**Note: TFMF Rules require that there are at least 100 Members in good standing by May 2010 for Member board voting to begin. Otherwise, Member voting will begin in 2011."