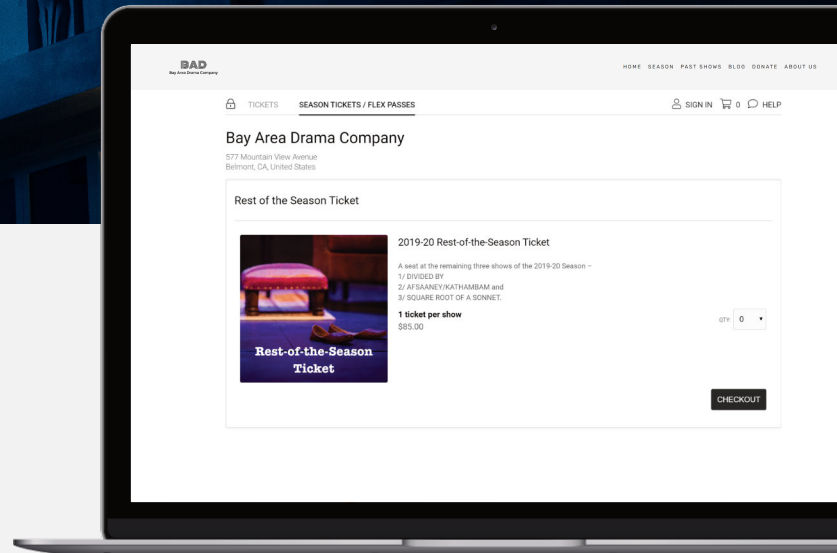


# Standard Subscription

A standard subscription is a promotional offer to subscribers to get a series of free or discounted tickets to events within a specific season.



## How it works

Standard Subscriptions are season specific and can only be used during a certain date range. They're among the most flexible subscription types, as eligibility is managed on a per event and per ticket level. This means, as a promoter, you can specify which events and tickets are allowed to be selected by the patron during a season. Assigned seating and general admission ticket selection is always done by the patron and does not apply the same seat for multiple events. Standard Subscriptions are ideal for promoters who want to begin selling subscriptions, but have not finished their season's events, since they can be added at any time.

If your venue requires control over seat assignment a Theatre Subscription could be a better option.

## Flexibility

This is one of the most adaptable subscription types, with the ability to apply to any ticket within an event.

## Automatic Messages

Create and automatically send welcome emails, reminder messages, and renewal notices to your patrons.

## Seat Allocations

Easily add or remove seats from availability for an event at any time within a season.

## Early Access

Set the number of days or weeks prior to an event to allow subscribers early access for purchasing tickets.

## Ticketless Entry

Supply your patrons with a subscriber QR code for event entry without a physical ticket.