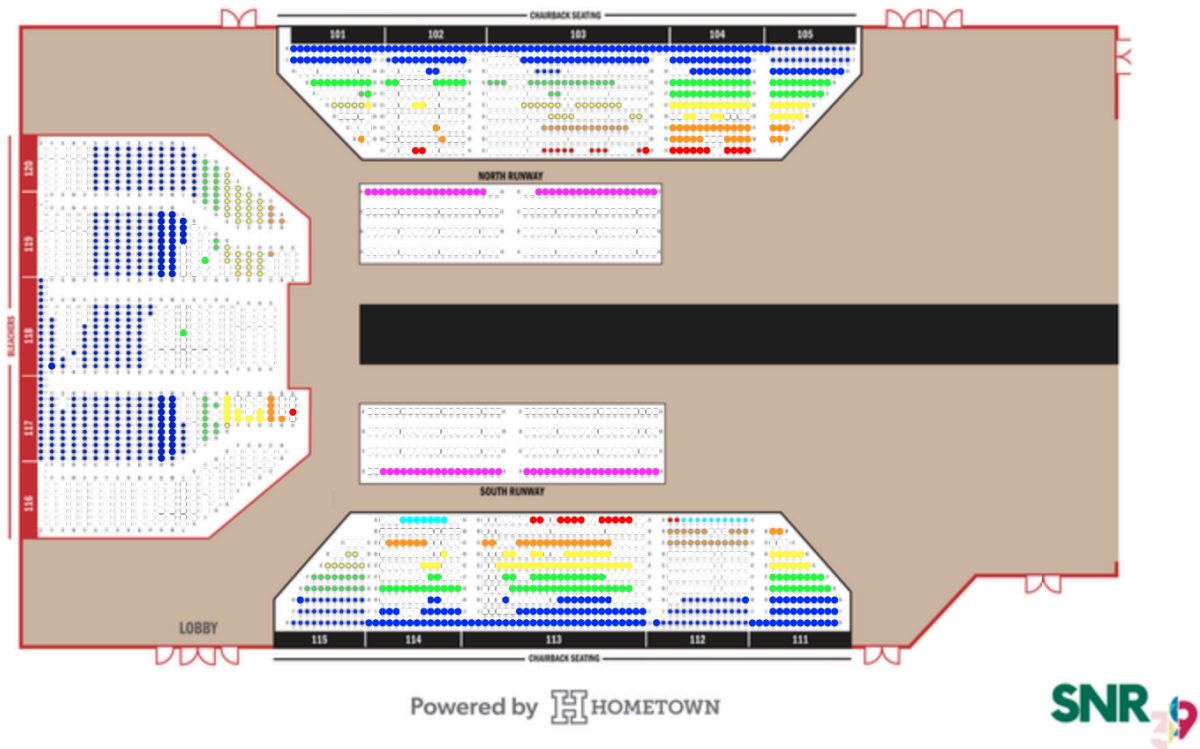


## Blog Post #3: Ticket Sales



TITLE: Ticket Time!

Ticketing for the Silver Needle Runway show is no small feat. The months-long process requires a lot of communication, details and collaboration.

It all starts with the creative team and their runway design. Depending on the theme of the year, the creative team designs how the runway will be set up- including the length of it and where the models will walk on it.

After many meetings with the McCann Center staff to coordinate, the communications team curates a master ticketing spreadsheet and graphic of the McCann arena to lay out each ticket place and number.

This process includes deciding the floor seat layout- depending on the runway set up itself and how many seats can be in the front row and how many rows we can fit closest to the runway before the bleachers start. That involves physically measuring the size of the chairs and the distance between each to allow leg space and room between each guest.

Most front row and floor seats will be reserved for VIP guests and fashion industry professionals, including the university's President and board of trustees.

Next, the communications director decides the certain pricing of each area of seats in the bleachers and seats available.

This year tickets range from \$15-\$100 and offer seats on the floor, the bleachers, and the chairback seats in McCann.

Lastly, a ticket promotion video is designed by the creative team and posted on screens around campus and SNR's social media.

This is a behind-the-scenes look into how a small part of the show comes together. Please join us on May 9th at 7:00 p.m. to celebrate SNR P3RS9ECTIVE.

[Tickets are now live- buy them here!](#)