TicketSignup 101

A TicketSignup Onboarding Guide

TicketSignup

Today's **Agenda**

- What is TicketSignup

- Event Setup (Wizard)

- Payment Account Set Up

- Ticket Event Dashboard

- Event Website

- DEMO

TicketSignup

What Is **TicketSignup**

We Are Event
Technology Experts

Always Free

We believe everyone deserves ==*powerful, easy-to-use*== technology to improve their events. No subscriptions.
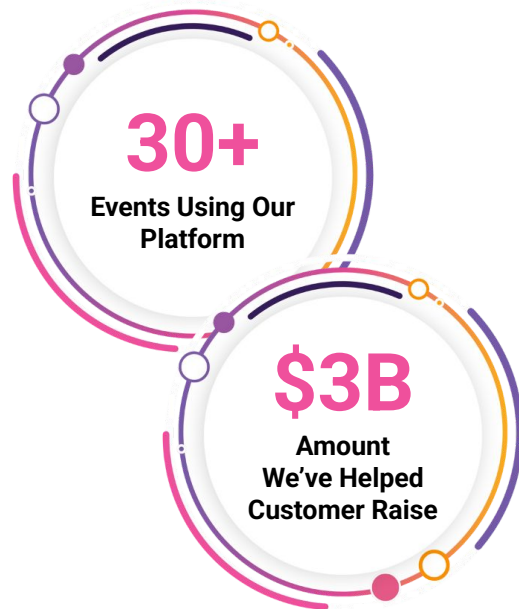
You Have Control

Your data is always your data, and ==*your brand*== is always first. You have full control over the settings and features you enable. No contracts.

Fast Purchase

A streamlined purchase path ==*reduces your drop-off rate*== and increases event attendance.

==**100% US-Based Customer Support**==

30+
Events Using Our Platform

$3B
Amount We've Helped Customer Raise

About **TicketSignup**

- Great for **simple, complex, and multi-day events**
- Custom questions, **waivers**, and notifications
- Refund policy and **chargeback management**
- **Merch Store**
- Self-serve **ticket management** for attendees and directors
- Mobile **CheckIn App**
- **Free website and email marketing**
- Free tickets are **free**!

ALL INCLUDED

What We **Charge**

To keep our platform free (and keep us in business), we charge a processing fee to the purchasers on each monetary transaction.

Ticket and Registration Processing Fees

Pass to your supporters or give them the option to cover

Cart Total	Fee
$0	$0
$0.01 - $249.99	**6% + $1**
$250 - $999.99	5% + $1
$1,000+	4% + $1

*** Inclusive of both credit card and platform fees! Volume discount pricing available.***
Free events are always free.

6%+$1
Per Transaction
(Not per Ticket)

Tickets vs.
Registration

PARTICIPANTS REGISTER

- Extensive information collection for each participant
- Require multiple interactions (waivers, participant management, results)
- Need participants to have accounts to manage their event.
- Want to include peer-to-peer fundraising
- Want to offer team participation

ATTENDEES BUY TICKETS

- Easier & simpler than registration
- Less information collection or information only for ticket purchaser
- Bulk purchase of tickets
- No account required for ticket management
- Grouping of tickets to simplify display when an event offers complex options
- Donations only
- No team participation

While there are "normal" fits, like a 5K needs registration and a gala uses ticket events, the best product depends on the specifics of your event. Not sure? Just ask!

Traditional
Ticket Events

- Festivals
- Music Concerts
- Golf Tournaments
- Galas
- Luncheons and Dinners
- Conventions
- Holiday Light Shows
- Halloween Events
- Corn Mazes
- Cornhole Tournaments
- Wine Tastings
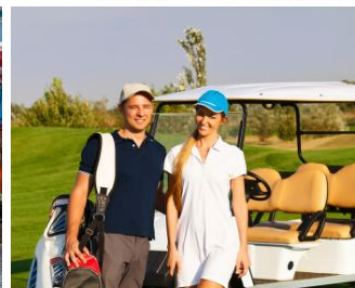
Out of the Box
Ticket Events

- Voting Contests (Pet, christmas tree, etc)
- Scavenger Hunts
- Oyster Roasts/Seafood Broils
- Fashion Show
- BBQ Fests
- Monster Truck
- Rodeos

Simple Ticket Event vs. Calendar Based Events

Simple Ticket Events

- Easy setup for events with one or limited days
  - Example: Spectator Tickets for a Track Meet
- Can be grouped (I.E., VIP and General Admission)
  - Example: Festival Tickets for Friday, Saturday, and Sunday, with VIP & GA options for each day + a bundle of all days

This webinar will cover setting up your Simple Ticket Event. Not sure which Wizard to use? Email us at info@ticketsignup.io for assistance.

MTE Timed Entry Calendar-Based Ticketing

- Designed for extended or timed entrance
  - Example: A haunt with 4 time slots each Fri-Sun for 5 weeks
  - Example: A tour or escape room open year round
- All actions based on the calendar and times.

A webinar on Calendar Based Ticketing will take place next Thursday, February 19th at 2:00pm

Event
Setup

Create
A Ticket Event
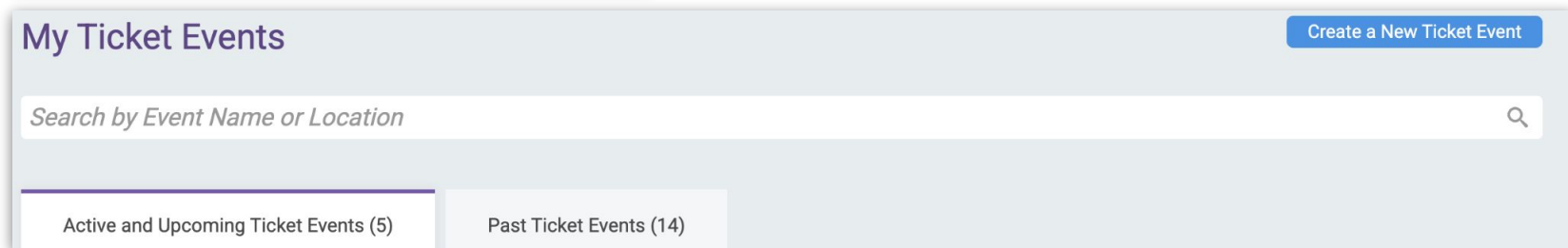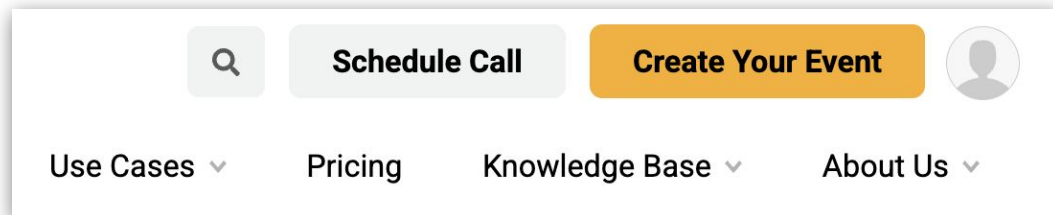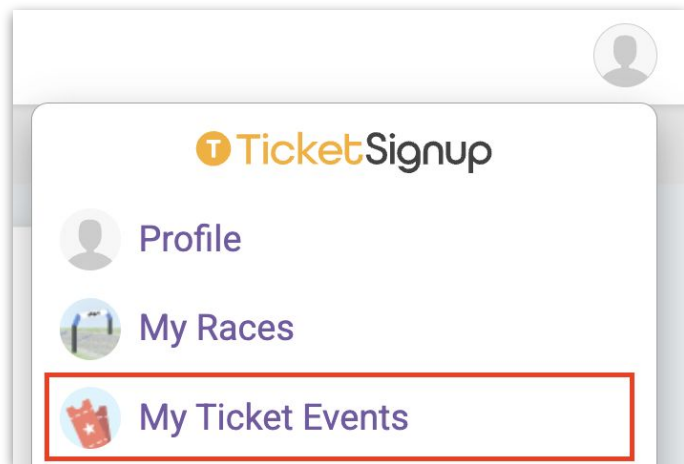
Ticket Event Wizard
Step 1: Basic Info

- Event Name, Type, Description
- Contact Information
- Event Location
- Visibility
- URL
- Enable Donations

Ticket Event Information

Event Name *

Green Gala

Event Type *

Dinner or gala

Event Date and Time *

Event Start Time *   Event End Time *   Copy Start Date

04/22/2026   4 : 00 PM   04/22/2026   9 : 59 PM

Event Description *

File   Edit   View   Insert   Format   Tools

Paragraph   A   B I U   14px

Join us for an unforgettable evening at the Green Gala 2026, a charity event dedicated to supporting environmental sustainability on Earth Day, April 22nd. Enjoy live entertainment, exquisite dining, and inspiring speeches, all while making a positive impact on our planet's future. Your presence will help fund initiatives that protect our environment and natural resources. Let's unite for a greener, brighter tomorrow!

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Ticket Event Wizard
Step 2: Tickets

- Simple ticket options
  - Advanced tickets (ticket groups) in the dashboard
- Purchase periods and pricing
- Waiver

Tickets

Ticket Name *

| Individual | ↑ ↓ 🗑 |

	Purchase Opens *		Purchase Ends *	Copy Purchase Open Date	Ticket Price *	
$	03/20/2025	12 : 00 AM ▾	04/22/2026	6 : 59 PM ▾	$ 100.00	🗑
	America/New_York Time		America/New_York Time			

+ Add Another Purchase Period

+ Add Ticket

Waivers

Waiver or Refund Policy *

File   Edit   View   Insert   Format   Tools

Paragraph ▾   **B** *I* U   ≔ ≔   🔗   ↶ ↷   ⛶

This event follows the standard industry policy: All ticket purchases are non-refundable. We reserve the right to postpone or cancel the event due to circumstances beyond our control such as a natural disaster or emergency or as required to protect the safety of attendees and staff. No refunds will be issued under these circumstances. We reserve the right to change the details of the event without prior notice. I understand that my purchase is nonrefundable.

By completing this purchase, I acknowledge (or a parent or adult guardian for all children under 18 years) having read and agreed to the above release and waiver including the refund policy.

Ticket Event Wizard
Step 3: Website Options

- Banner
- Logo
- Color Scheme

Customize Your Website

Banner Options
Choose one of our banners or upload your own.

○ Current Banner   ○   ○   ○
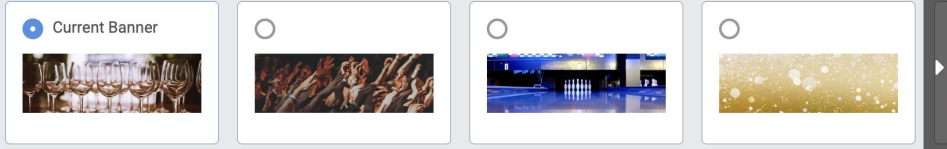
Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Suggested image dimensions: 2400x800 pixels

Logo Options
Upload new logo
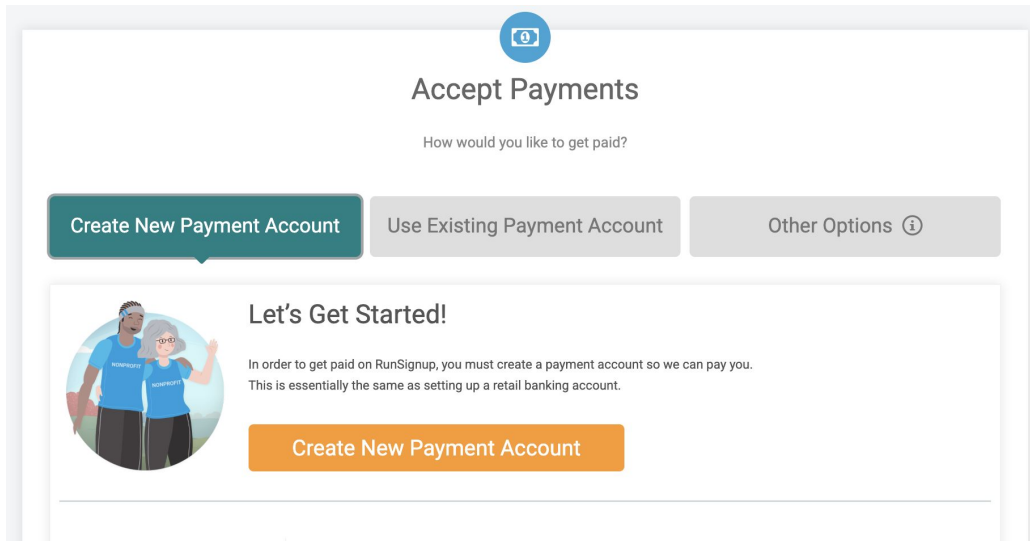
Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Color Scheme

Current Scheme

Choose one of our other color schemes for your website. You can fully customize this later on.

Neutral ▾

○   ○   ○   ○

Save & Continue

Ticket Event Wizard
Step 4 & 5: Payment & Finish

- Payment Setup
  - Create New Payment Account
  - Use Existing Payment Account
  - Send Setup Instructions
- Processing fees
- Finish ticket event wizard and access event dashboard and website

Payment Account
Set Up

Payment Account **Setup**

- **Be sure to setup early!**
- Legal Entity (name, contact information, tax ID)
- Control person and payment account owner information
- Direct deposit or check
  - Banking information for direct deposit accounts

Add New Person

Basic Info

First Name *

Last Name *

Contact and Other "Know Your Customer" Data

Email *

Phone *

Date of Birth *

mm/dd/yyyy

Social Security Number *

⚠ *Your Social Security Number is required by the federal government.* We protect it with top-tier encryption. Providing your full SSN speeds up onboarding, but the last 4 digits are also accepted.

Address

Street Address *

Note: P.O Boxes are not allowed.

Country *

Zip Code *

The **Legal Entity** is who gets paid. Select if you are a business, non-profit, or something else? *

501c or Other Non-Profit Organization ▼

Your Relationship to the Organization

Indicate how you are associated with this organization (select ALL that apply). If you do not meet any of these criteria, you cannot set up a payment account for the organization.

An **Authorized Signatory** is an individual who has been formally granted the authority to sign contracts, financial documents, or agreements on behalf of a company or organization.
A **Control Person** is someone who has significant influence over the company's decisions, often due to ownership or executive power.
While an authorized signatory can execute transactions, they might not necessarily have broad decision-making authority over company operations.

☐ I (the preparer) am a **control person** (have fiscal responsibility) for this organization.
☐ I (the preparer) am an **authorized signatory** for this organization.

Payment
Verification

- NACHA Bank Matching Program
- Document uploaded needed
  - Voided Check
  - Bank Statement
  - Letter from the bank
  - Screenshot of online banking

- Pending Completion by RunSignup: Manual review by our Risk Team
  - IRS Letter is requested (Verify EIN & Legal Entity)

We found the following errors:

⚠ Bank account couldn't be verified.

Additional Details: The bank account couldn't be verified.

Potential Remedies: You can try one of the following to resolve this issue.
- Upload a bank statement.
- Use different bank account.

Here is how you can resolve these errors:

☁ Upload Routing: 123456789; Account Last 4: 4321: Recent Bank Statement or Other Bank Document
To complete setting up your payment account, please provide one of the items from the following list. Be sure your bank information is correct and matches your business legal name.
- Bank statement (**preferred within the last 2 months**).
- Voided check.
- Screenshot of online banking environment.
- Letter from bank stating account holder name and number.

More Information ⌄

📄 Choose your file
See above for information on what document to upload and the file format requirements.

Use Camera

ⓘ The Payment Account For This Race is Pending!

Your account is pending verification. This could take up to 48 hours for approval. We will notify you once it is complete.

Ticket Event
Dashboard

Accessing your
Dashboard

TicketSignup.io >> Profile Icon >> My Ticket Events
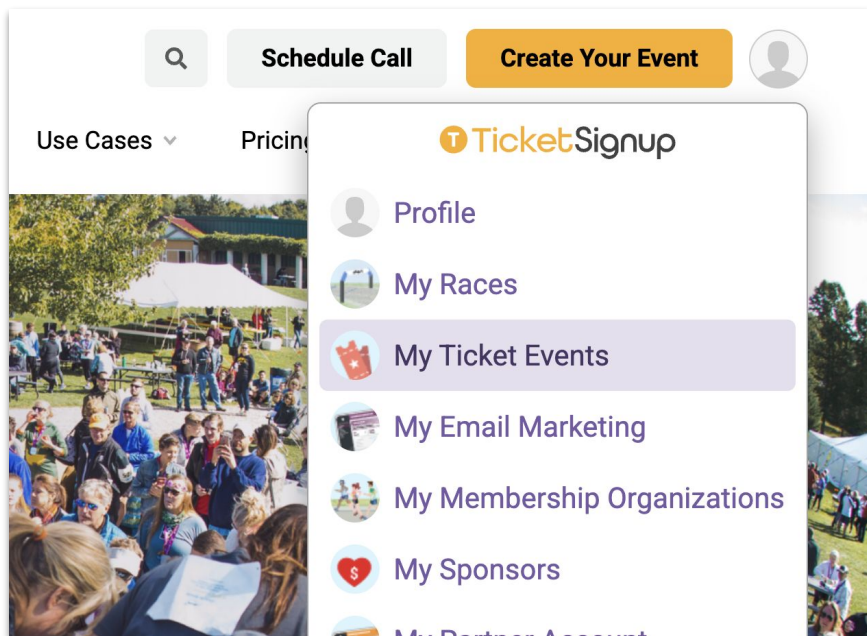
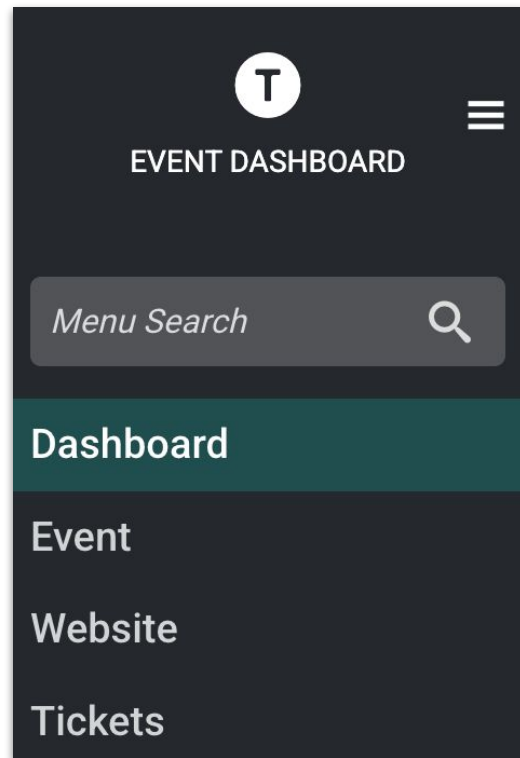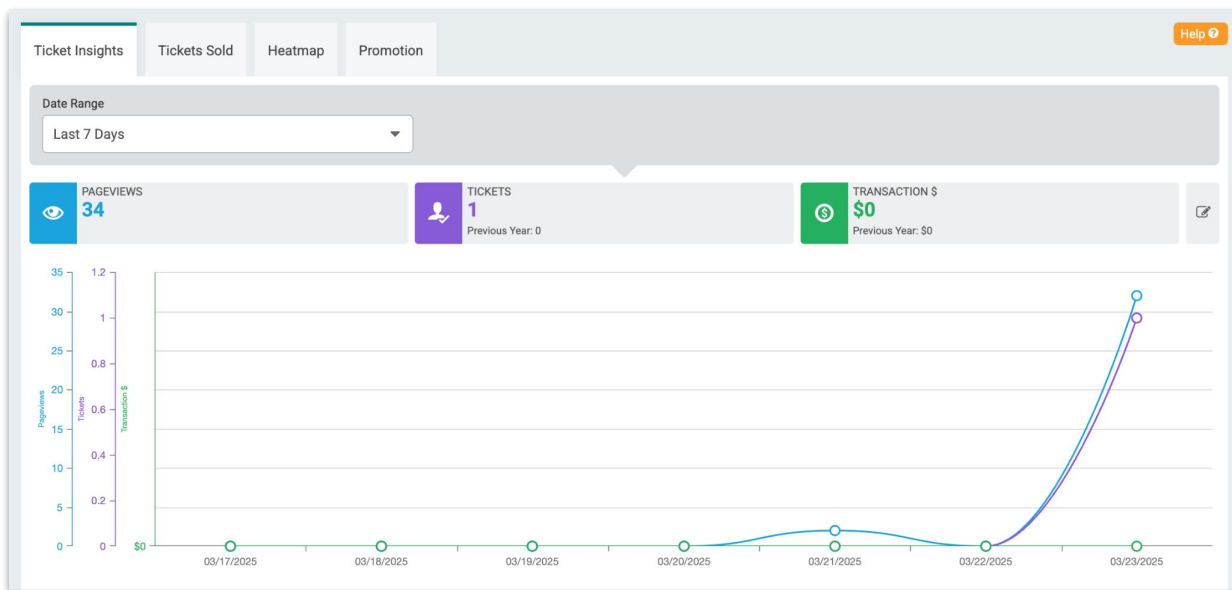*Event Website >> Profile Icon >> Ticket Event Dashboard*
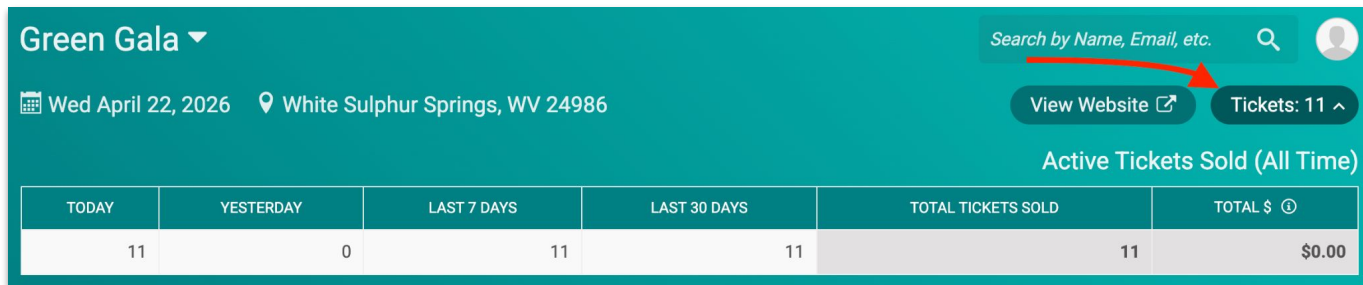
Use
Search
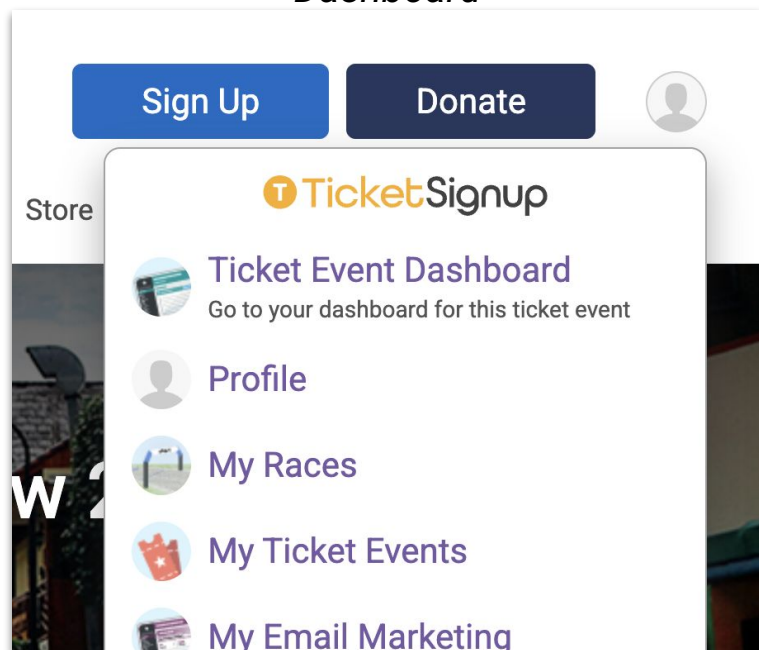
Menu Search
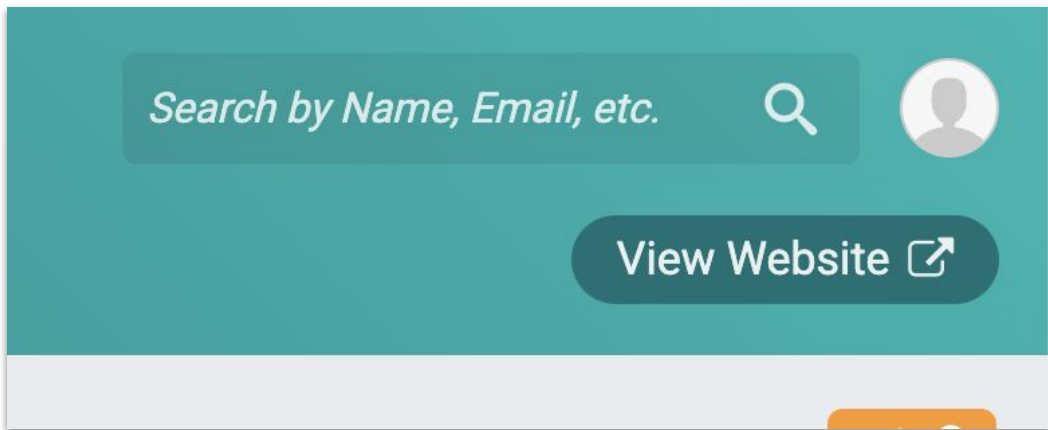
Purchaser Search

Ticket
# **Insights**

- Quick view of tickets sold
- Tickets sold, transaction dollars, pageviews
- Heatmap
- Sources (referral, email, custom, etc.)
- Not for financial use

Green Gala ▾

📅 Wed April 22, 2026   📍 White Sulphur Springs, WV 24986

Search by Name, Email, etc. 🔍

View Website ⧉   Tickets: 11 ⌃

Active Tickets Sold (All Time)

TODAY	YESTERDAY	LAST 7 DAYS	LAST 30 DAYS	TOTAL TICKETS SOLD	TOTAL $ ⓘ
11	0	11	11	11	$0.00

Ticket Insights | Tickets Sold | Heatmap | Promotion   Help ❓

Date Range

Last 7 Days ▾

PAGEVIEWS
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TICKETS
1
Previous Year: 0

TRANSACTION $
$0
Previous Year: $0

Advanced Tickets

- Ticket Groups
  - Multi-day events or categorize tickets
- Ticket Group Dates
- Ticket group tiles
- Combo tickets
  - Example: All child tickets must be purchased with an adult ticket
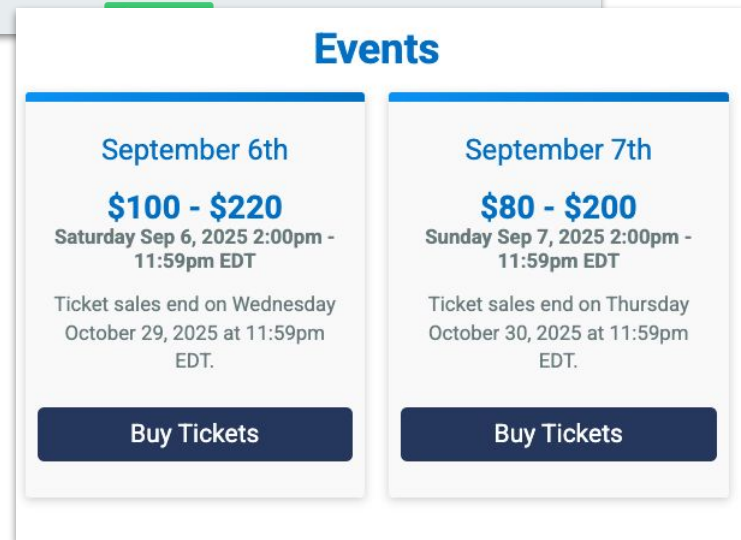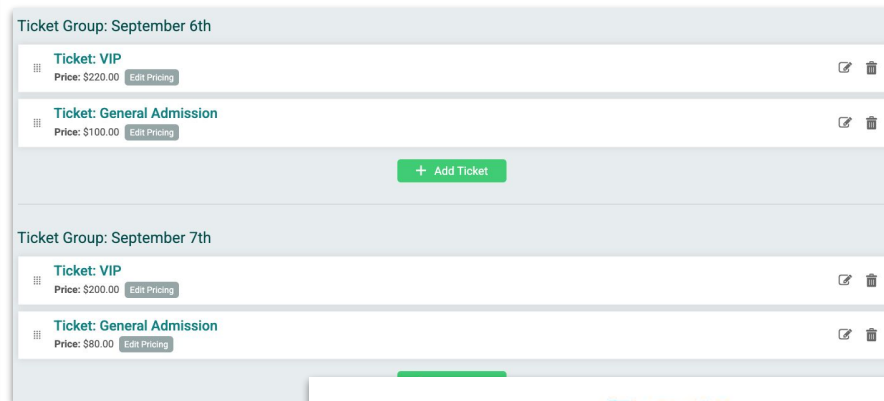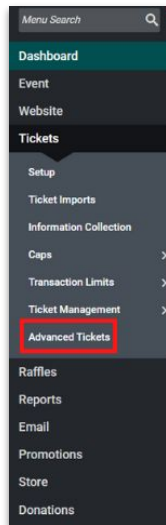
Additional
Dashboard Features

- **Information Collection** (Tickets >> Information Collection)
- **Custom Questions** (Event >> Questions)
- **Coupons** (Financial >> Coupons)
- **Donations** (Donations >> Donations >> Setup)
- **Store** (Store >> Store Setup)

Ticket
Reports

- Ticket Purchases vs Individual Tickets
- Search filters
- Customize columns to show specific information (custom questions, store items, etc)
- Saved Reports (search fields, columns, customize columns)
- Summary Reports

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Financial
Summary

- Transaction summary and breakdown
- Amount owed/paid
- Payments

| Transactions	Payments	Payment Account

Totals

TYPE	EXPLANATION	TOTALS
Transactions	Total Credit Card Payments for your event.	+$259.32
Transaction Processing Fees	Processing fees paid to TicketSignup for your event.	-$19.40
Other Transaction Fees	Other fees deducted from total transaction amount.	-$14.92
Refunds	This includes any refunds made for your event.	-$0.00
Refund Processing Fees	TicketSignup fee for processing refunds.	-$0.00
Holdbacks	Funds being held for your event, primarily for refunds and chargebacks.	+$0.00
Adjustments	See the description on each adjustment for more details.	-$10.00
Owed to Event	Net Owed to Event	**+$215.00**
Payments	Checks and Direct Deposits Made to the Event.	-$215.00
Balance Owed	Net Owed to Event after Payments Made.	**$0.00**

Website
Builder

Every event setup on TicketSignup comes with a free, automatically created event website with default content.

To enhance it you can:

- **Showcase your brand**
- **Add unlimited content**
- **Make it look professional**
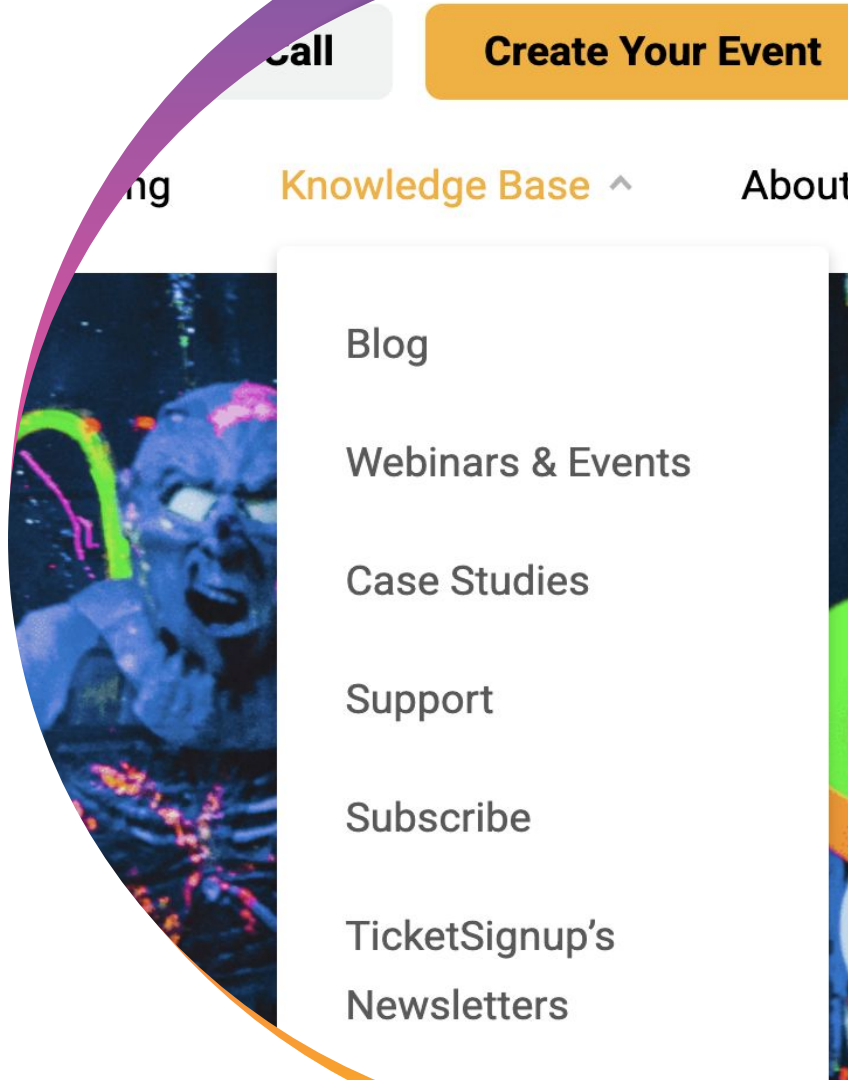- **Include key information (automatically)**
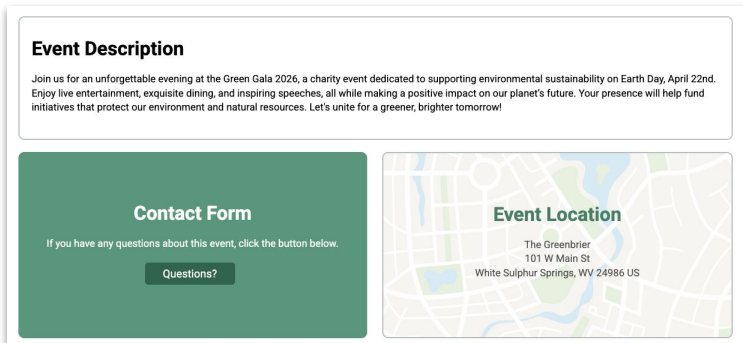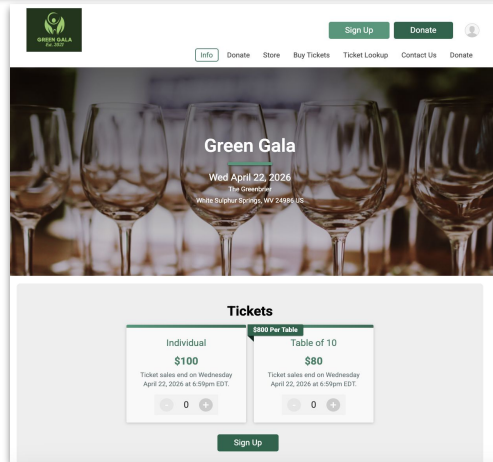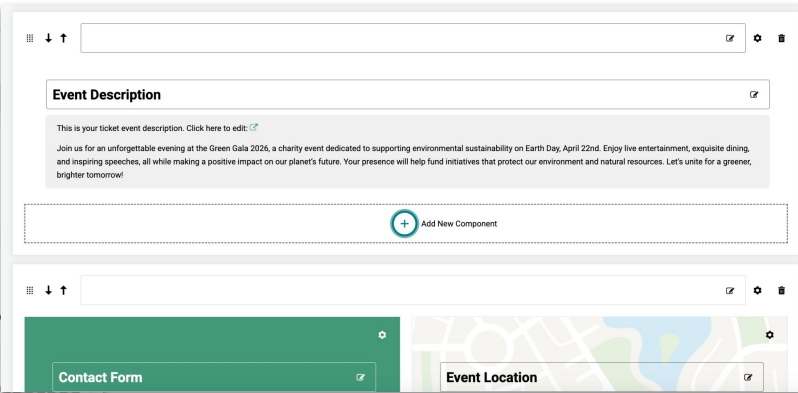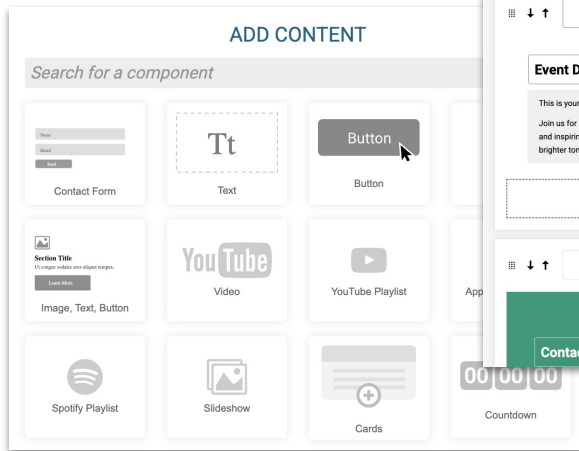
DEMO

And **More….**

*Once you have your tickets up and ready to sell, a few things to dive into next:*

- **Free email**. Unlimited contacts, unlimited sends.
- **Marketing Tools.** Turn your attendees into ambassadors with referral rewards.
- **Photo Platform.** Cultivate FOMO.
- **QR codes and Ticket CheckIn App.** Offer a line-free event day.

Calendar Based Ticketing?

Calendar Based Tickets 101 Webinar (**2/19 at 2pm**) will introduce the basics of our patent-pending, calendar-based timed entry ticketing.

- Overview of TicketSignup

- When to use

- How to set up your calendar-based tickets

- Accessing your dashboard for calendar-based updates

- Key calendar-based reports

- And more!
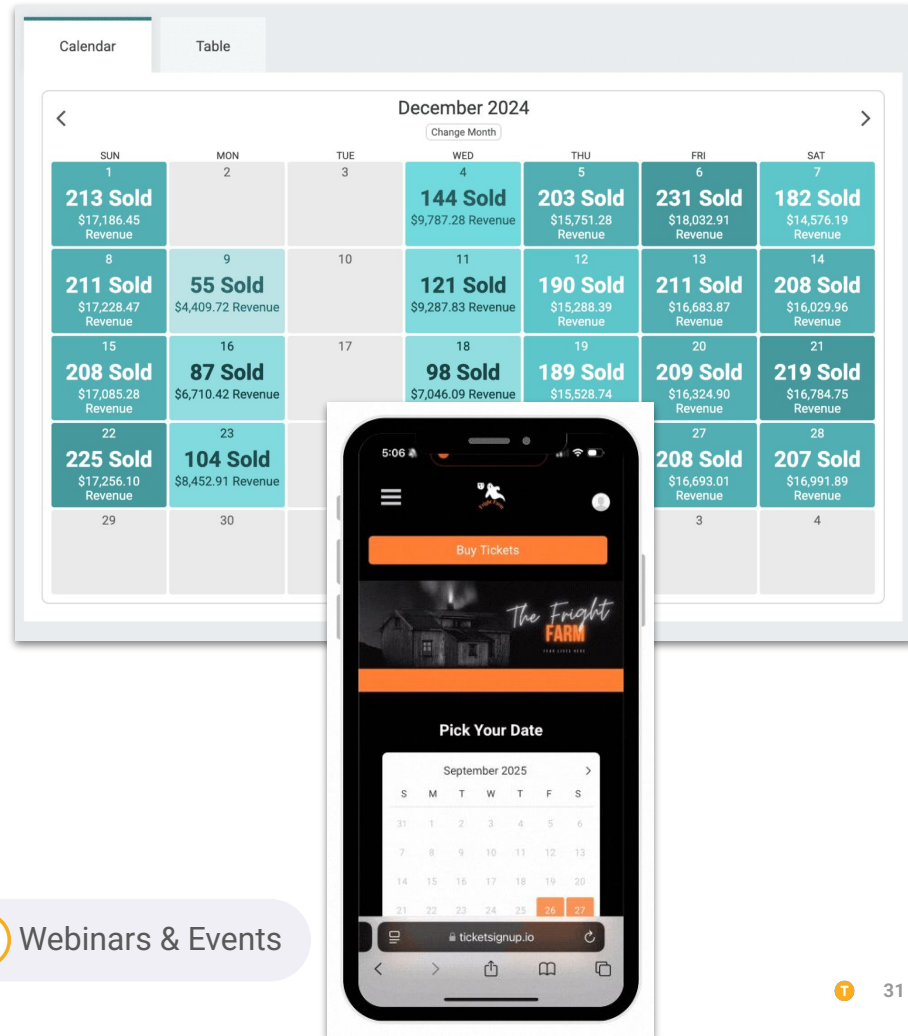
Sign Up At TicketSignup.io ❯ Knowledge Base ❯ Webinars & Events

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Thank You!

For more information, visit www.ticketsignup.io or email us at info@ticketsignup.io.

TicketSignup

Information
Collection

- Ticket/Ticket Group level settings
- Purchaser
- Individual Ticket

Individual Ticket Information
When purchasing tickets, do you need personal information for each ticket purchased?

Yes ●

First Name	Last Name	Email Address	Date of Birth
Required ▼	Required ▼	Required ▼	Not Shown ▼

Age	Street Address	City	State
Required ▼	Not Shown ▼	Not Shown ▼	Not Shown ▼

Country	Zip Code	Phone	
Not Shown ▼	Not Shown ▼	Not Shown ▼	

Custom
Questions

Collect additional information

- Asked in ticket purchase path
- Multiple choice, free response, Image
  - Free response validation
- Per ticket or per purchase
- Required or optional
- Limit to specific tickets

Question Type

| Text Field | Check Boxes | Radio Buttons | Select Menu | Yes / No | Essay | Image |

Question Text

⚠ Do not ask for sensitive information such as credit card information, SSN, driver's license, or health information. User responses are not stored in an encrypted manner that would comply with compliance programs such as PCI, HIPPA, etc.

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Ask Each Ticketholder
☐ Ask Each Ticketholder

Require Response
☐ Require Response

Specific Tickets
☐ Limit question to specific ticket levels when registering.

Internal Question
☐ This is an internal question that participants will not see during registration.

Setup
Coupons

Offer discounts to specific groups (ie. sponsors)

- Name your code
- Determine discount (% or $)
- Choose discount type
- Eligibility dates
- Define what can be discounted
- Set up restrictions

Enable
Donations

- Enable in the wizard or the dashboard
- Customize logo and language for donations
- Add donation levels
- Attribution settings
- Checkout add-on
- Tax deductible info

Donations Setup

General Settings
General settings including start and end dates, images, and donation messaging.

Display Settings
Menu text, heading text, and other display settings.

Personal Info Requirements
Specify what information you want to collect from donors.

Attribution Settings
Allow users to set who the donation is on behalf of.

Checkout Add-on
Add an option on the checkout screen to add an additional donation.

Tax Deductible Info
Enter the charity tax ID, address and the tax deductible amount of a donation here.

Help fund initiatives that protect our environment and natural resources. Let's unite for a greener, brighter tomorrow!

GREEN GALA Est. 2021

| $10 | $50 | $100 | $250 |

$ ___ One Time

On Behalf Of ___

Continue

DASHBOARD LOCATION Donations ❯ Donation Setup

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Setup
Store

- Add-ons or standalone store
- Item name, pricing, and availability dates and product availability
  - Limit to specific tickets
- Variants and variant pricing
- Display Options
- Quantities
- Ticket bundles
- New calculated store items

DASHBOARD **LOCATION**   Store ⟩ Store Setup

Event Theme

- Color scheme
- Logo and banner image
- Custom wording
- Social media/links
- Short URLs
  - Can also add a custom domain
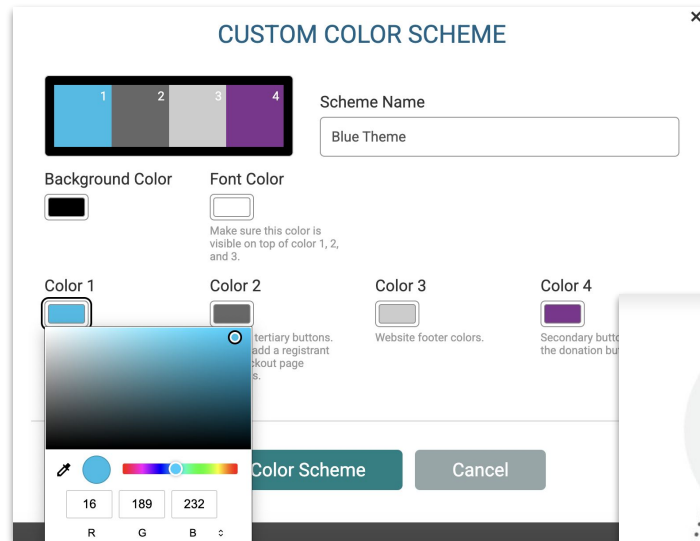
CUSTOM COLOR SCHEME ✕

| 1 | 2 | 3 | 4 |

Scheme Name

Blue Theme

Background Color

Font Color

Make sure this color is visible on top of color 1, 2, and 3.

Color 1

Color 2

Color 3
Website footer colors.

Color 4
Secondary butt... the donation bu...

...tertiary buttons. ...add a registrant ...ckout page ...s.

Color Scheme   Cancel

16   189   232
R   G   B

DASHBOARD **LOCATION**   Website ⟩ Website Theme

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Headline Goes Here
Roboto Normal 40pt
Roboto Black 40pt

Subtitle Goes Here • Roboto Italic 15pt

TicketSignup

Headline Goes Here
Roboto Normal 40pt
Roboto Black 40pt

Subtitle Goes Here • Roboto Italic 15pt

TTicketSignup

Headline Goes Here
Roboto Normal 40pt
Roboto Black 40pt

Subtitle Goes Here • Roboto Italic 15pt

TicketSignup

Hear From
Our Customers

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec arcu orci. Curabitur aliquet, felis id varius sodales, odio turpis dignissim eros, et ultricies purus erat non elit. Sed purus magna, efficitur euismod est condimentum, tincidunt eleifend odio. Phasellus sed dolor quis est mattis facilisis in non tortor. Pellentesque ex nibh, eleifend sed urna et, mattis interdum diam."

Jane Doe • Job Title Goes Here
Company Name Goes Here

We Are
Event Technology Experts

Our Mission

To make it *free and easy* for small businesses and nonprofits to generate more revenue, grow their events, and engage their attendees.

We create *free and easy-to-use* event software that you can fully control.

$1.4B

**Amount
We've Helped
Customer Raise**
Since 2010

26K+

**Number of Events
Using Our Platform**
As of March 2022

Speaker

First Name Last Name,

Title to Go Here

Speakers

First Name Last Name,
Title to Go Here

First Name Last Name,
Title to Go Here

Speakers

First Name Last Name,
Title to Go Here

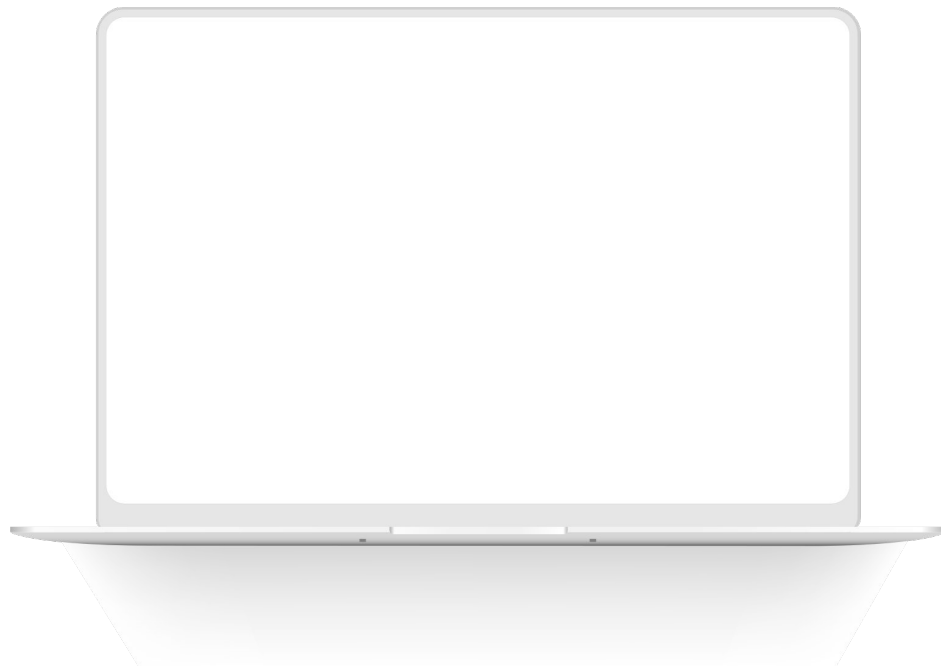**First Name Last Name,**
Title to Go Here

First Name Last Name,
Title to Go Here

Page Title
Goes Here

A couple of short sentences or bullet points about the displayed screenshot go here.

Limit the number of words for maximum retention.

Page Title
Goes Here
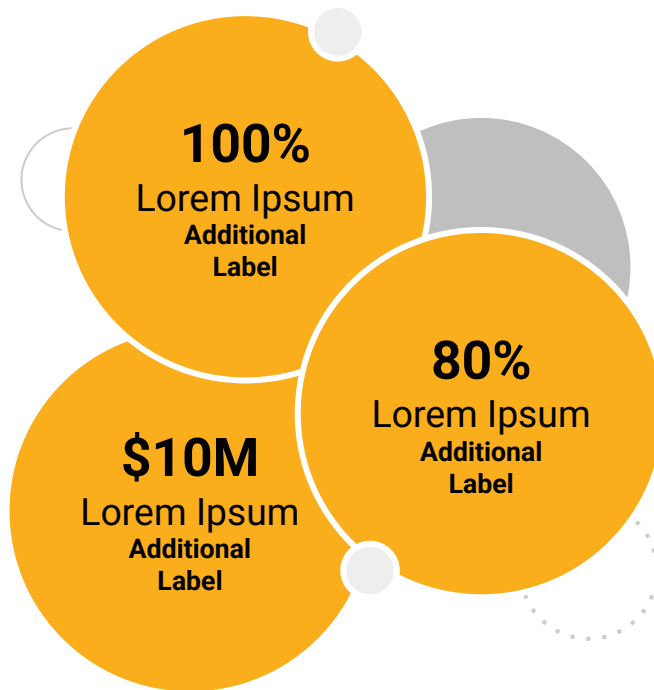
Topic Title Goes Here:

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

Month 00 • Lorem ipsum dolor sit amet

100%
Lorem Ipsum
Additional Label

80%
Lorem Ipsum
Additional Label

$10M
Lorem Ipsum
Additional Label

Page Title **Goes Here**

This layout is for use with two columns of text and no images or screenshots.

- This layout is best for content with short, bulleted list items
- Use as little text as possible
- Slides should be a visual aid to what you're saying

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Page Title
Goes Here

This layout is for use with two columns of text and no images or screenshots.
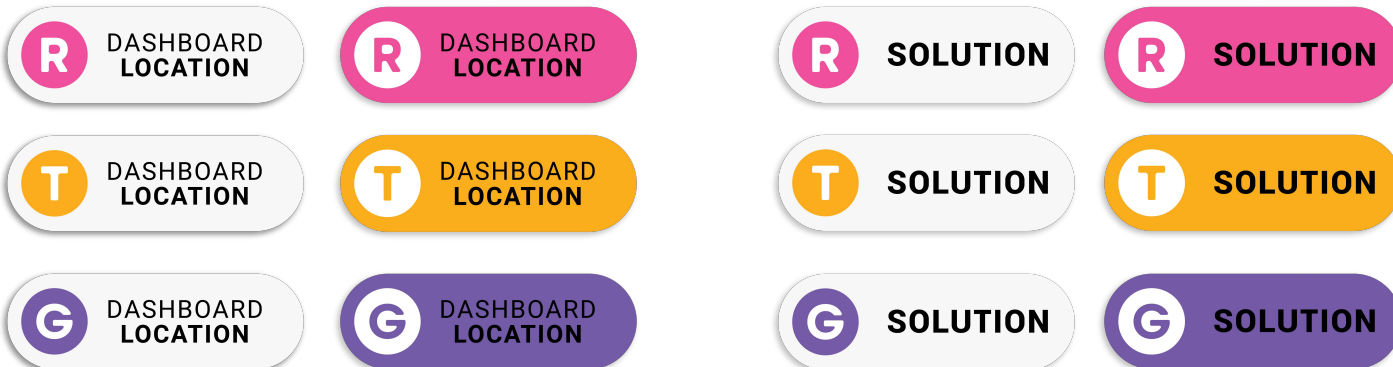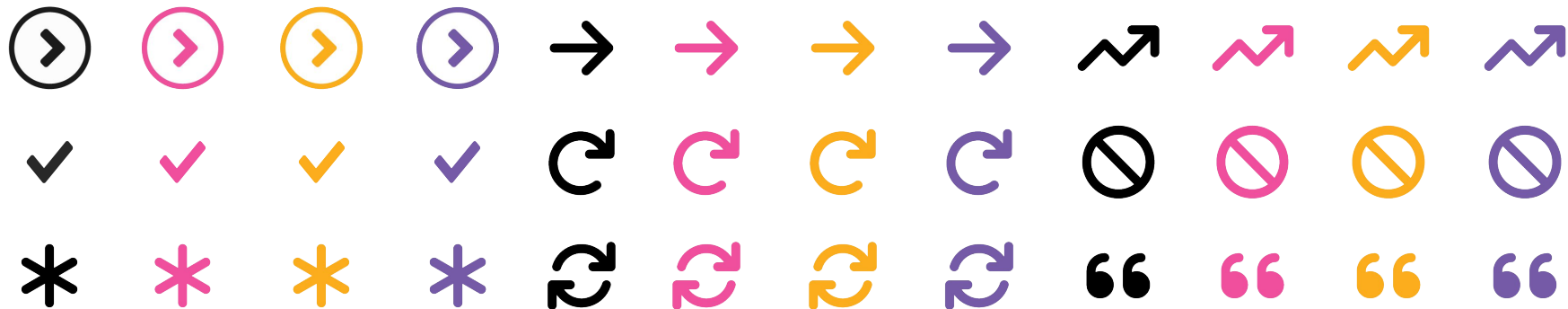
- This layout is best for content with short, bulleted list items
- Use as little text as possible
- Slides should be a visual aid to what you're saying

Thank You For
Joining Us Today

For more information, visit us online at:
givesignup.org • runsignup.com • ticketsignup.io

TicketSignup

Icons

TicketSignup **Icons**

Generic

Users • Customers • People

Payments

Swag Store

Ticket Events

Golf Events

Bowling Events
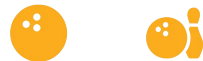
TicketSignup **Icons**

Food Events

Animal Shelters
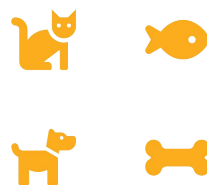
Fall Events

Stat **Bubbles**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Sed cursus ante dapibus diam.

$10M
Lorem Ipsum
Additional Label

100%
Lorem Ipsum
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Stat **Bubbles**

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Screenshot **Photography**

Use this layout to showcase product screenshots for desktop

To insert an image:
- Click on the icon on the laptop
- Select "Upload from computer"
- Click through to where your image file is located on your computer, select the file, and hit enter.
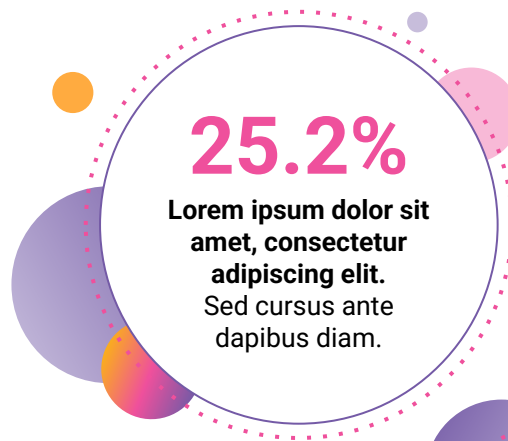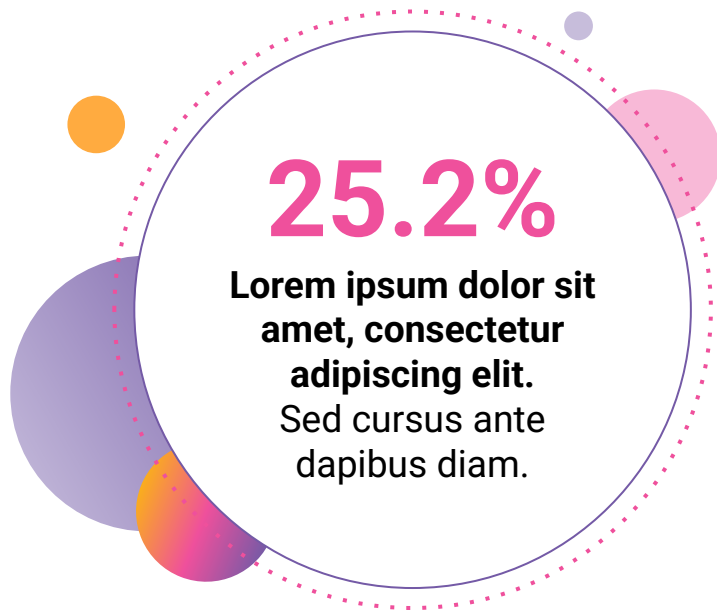
Screenshot **Photography**

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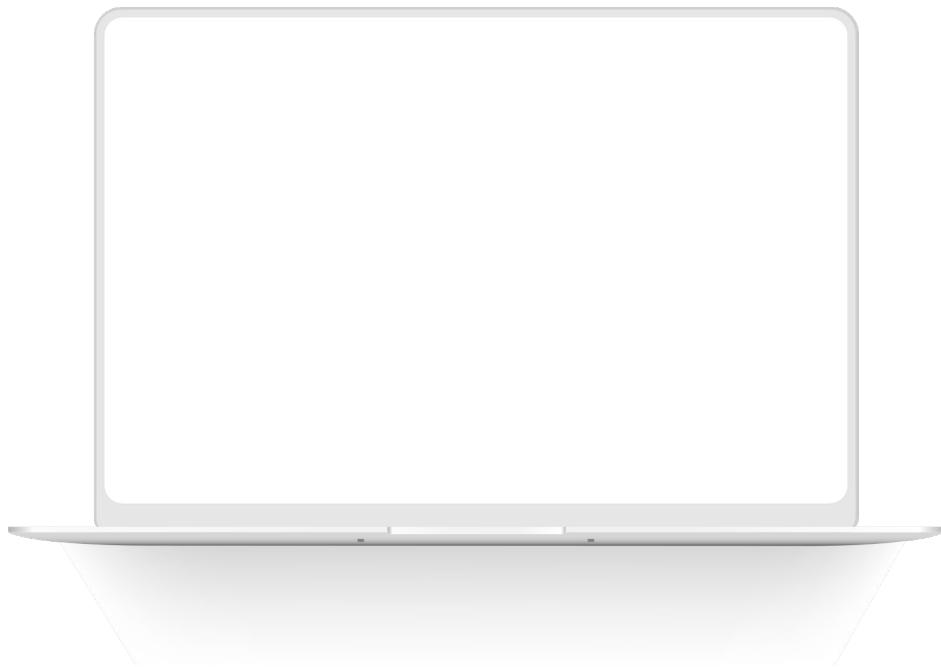
Screenshot **Photography**

Use this layout to showcase product screenshots for desktop

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- Click through to where your image file is located on your computer, select the file, and hit enter.

Screenshot **Photography**

Use this layout to showcase product screenshots for mobile

To insert an image:
- Click on the icon on the mobile device
- Select "Upload from computer"
- Click through to where your image file is located on your computer,
  select the file, and hit enter.

Screenshot **Photography**

Use this layout to showcase product screenshots for mobile

To insert an image:

- Click on the icon on the mobile device
- Select "Upload from computer"
- Click through to where your image file is located on your computer,
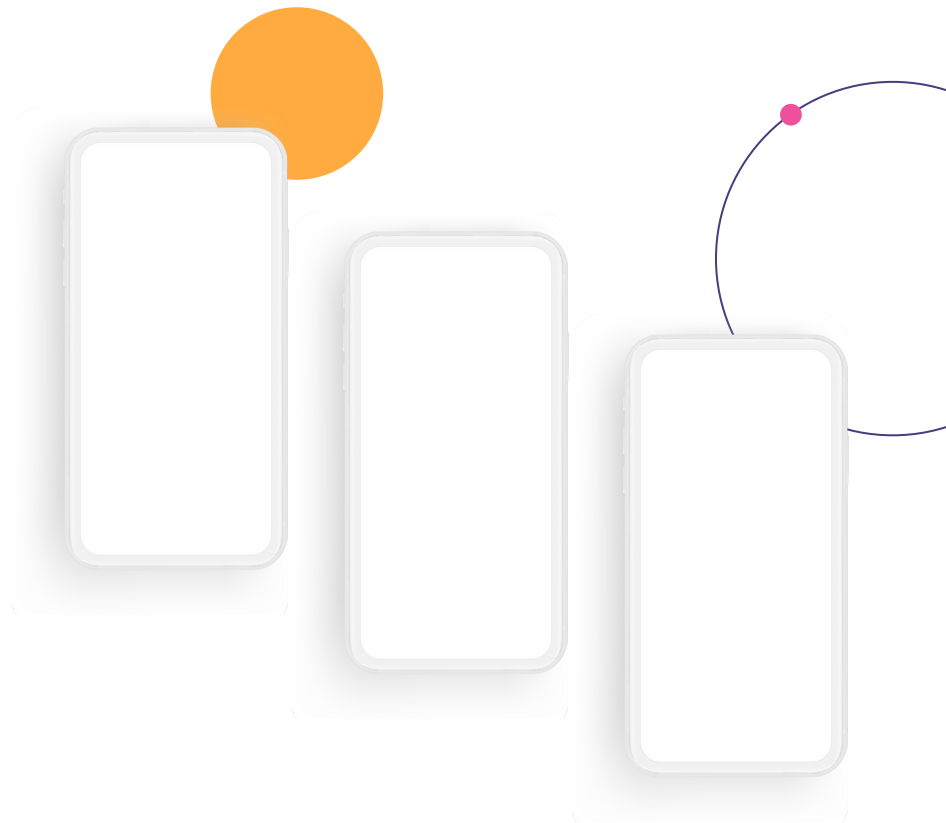 select the file, and hit enter.

Screenshot **Photography**

Use this layout to showcase product screenshots for mobile

To insert an image:
- Click on the icon on the mobile device
- Select "Upload from computer"
- Click through to where your image file is located on your computer,
  select the file, and hit enter.

Screenshot **Photography**

Use this layout to showcase product screenshots for desktop + mobile

To insert an image:
- Click on the icon on the laptop
- Select "Upload from computer"
- Click through to where your image file is located on your computer,
  select the file, and hit enter.

Screenshot **Photography**

Use this layout to showcase product screenshots for desktop + mobile

To insert an image:

- Click on the icon on the laptop
- Select "Upload from computer"
- Click through to where your image file is located on your computer, select the file, and hit enter.

Screenshot
Photography

Use these devices to

create your own layout(s)