



1-NIGHT.CO.NZ

EVENT SYSTEMS & SOLUTIONS





Welcome to 1-Night

1-Night is New Zealand's most advanced and innovative ticketing agency. At 1-Night we use cutting edge technologies and systems to ensure that your event will run smoothly and professionally.

At the same time, we are building more convenient ways for customers to buy tickets - with over 50,000 1-Night cards in circulation, and New Zealand's first mobile ticketing platform, it's now easier than ever to sell tickets to your event.

Best of all, 1-Night's standard service is entirely free to you - the event promoter.



Our Full SOLUTION AT A GLANCE



1
 CUSTOMERS BUY TICKETS THROUGH OUR WEBSITE, NATIONWIDE OUTLETS OR OUR IPHONE APPLICATION (ANDROID COMING SOON)

2
 TICKETS ARE LOADED STRAIGHT INTO POCKETS - ON EITHER 1-NIGHT CARDS OR DIRECTLY TO THE USER'S IPHONE. WATCH AS TICKETS SELL IN REAL TIME THROUGH YOUR PROMOTER REPORTING.

3
 INDUSTRY LEADING HARDWARE IS PROVIDED TO SCAN TICKETS AT THE DOOR.

4
 LIGHTENING FAST SETTLEMENT FOR ALL SALES AFTER THE CONCLUSION OF YOUR EVENT.



EVENT PAYMENTS SYSTEM

1-Night's event payments system works with every 1-Night Card through the Eftpos network.

Why not sell drink & ticket or bar tab & ticket combos? Got a big event? Go for a full, cashless, event payment system. Sell festival dollars, merchandise, transport and accommodation all to 1-Night Cards. You can do this months before your gig, hugely increasing your sales window. At the conclusion of your event we handle all tracking and reconciliation - taking the pain out of counting cash.

Every 1-Night customer already has your event payment card in their pocket.

For more information see our "1-Night Event Payments" document - available on our website or by contacting 1-Night



THE BEST DOOR ENTRY

Getting your customers through the door fast is hugely important to the success of your gig.

1-Night's entry hardware leads the industry in speed and ease of use.

No internet, power or cords required.



1-NIGHT PRO DOOR TEAM

1-Night's Pro Door Team are trained and experienced in the 1-Night System as well as gate management and crowd control.

Depending on ticket sales, 1-Night will provide the following FREE:

- **under 50 tickets sold** = downloadable door list
- **50-300 tickets sold** = 1-Night scanner supplied FREE
- **300+ tickets sold** = 1-Night Pro Door Team Staff FREE

For large festivals and concerts 1-Night can provide full gate management. The Pro Door Team is also available for \$20 per staff member per hour if required.



IT'S FREE

Ticketing with 1-Night is completely FREE. You receive 100% of the advertised ticket price.

On top of our revolutionary ticketing system, you get all of the following FREE:

- All online payment processing fees
- All scanning equipment for the door
- Live reporting on sales
- Full customer service
- 24 hour technical support
- 1-Night Marketing

We only charge a small booking fee to the customer, and our booking fee always remains one of the lowest in the industry.

PROMOTER FEATURES

Watch everything happening in real-time through your Promoter Dashboard. Keep up to date with your sales 24 hours a day, 7 days a week. We monitor all outlet and online sales.

Upload your own events to 1-Night, set prices, ticket types and ticket numbers, upload posters, photo, videos and more.

Edit your event in real time to keep your customers up to date.

Send complimentary tickets instantly to prize winners, sponsors or friends, simply by entering their email address or 1-Night Card number. Complimentary tickets are FREE (within reason).

Hard copy tickets are also available for you to sell through reps sales or new outlets. We simply charge 50 cents per hard copy Ticket.

BULLETPROOF SYSTEM

1-Night.co.nz has been built to the highest enterprise standard with multi-level server redundancy. Our site has a 99.9% uptime guarantee.

Your Money is Safe

Money from your ticket sales is held on trust. Our trust account is regularly independently audited. Your money is safe with us.

No Forgery

1-Night tickets are electronically held on 1-Night Cards making them almost impossible to forge, plus unlike paper tickets we can cancel any stolen cards.





1-NIGHT MARKETING

1-Night has a growing customer base of 1-Night Cards nationwide. When you sell tickets with 1-Night you get direct access to this customer base. 1-Night customers simply load tickets directly to their pocket.

We currently have 50,000 cards in circulation

On top of our growing customer base, we market your event in the following ways entirely FREE:

- Event listing on 1-Night.co.nz
- Event listing on 1-Night Facebook 3000+
- Event listing on Twitter 1000+
- Feature on 1-Night's Blog
- Feature in the 1-Night newsletter

Want more coverage for your event? We offer discounted on-site banner advertising if you have your event ticketed with 1-Night.

Want a customized marketing campaign? Let us know what you want and we can work together to achieve this.



MOBILE TICKETING

Mobile Ticketing is the future of event ticketing - 1-Night brings it to you with the 1-Night iPhone App. Customers can browse events, find information, make purchases and display their tickets all from their iPhones. Ticketing has never been easier.

We supply you with 1-Night Barcodes to put on your posters and any other media

Your customers can purchase tickets and get more info simply by scanning with the 1-Night App. Your media is now interactive.

- 1** USERS OPEN THE 1-NIGHT APPLICATION
- 2** THE 1-NIGHT BARCODE IS SCANNED PROVIDING IMMEDIATE INFO ABOUT THE EVENT AND ACCESS TO TICKET PURCHASES
- 3** TICKETS ARE PURCHASE USING THE CUSTOMER'S STORED CREDIT CARD DETAILS. ALTERNATIVELY, NEW CREDIT CARD DETAILS CAN BE ENTERED
- 4** THE CUSTOMER'S TICKET IS LOADED TO THEIR IPHONE - THEY SIMPLY STROLL UP TO THE EVENT AND ARE SCANNED IN DIRECTLY FROM 1-NIGHTS IPHONE APP





NATIONWIDE OUTLETS

1-Night has outlets nationwide, providing you with a complete online and offline ticketing service.

Our outlets all operate from the Centralised 1-Night System, making ticket distribution a thing of the past. Every outlet sells tickets from your total pool of tickets. No outlet will run out of tickets until all tickets are sold out nationwide, both online and offline. 1-Night's Centralised System allows you to sell your tickets at full speed, all the time.

Plus, every 1-Night outlet sells every 1-Night ticket. You only need to list once on 1-Night.co.nz and sell across New Zealand in everyone of our outlets

CUSTOMISING THE 1-NIGHT SERVICE

Customised Cards

- Custom design the front of your own 1-Night Cards that customers receive for your event. Minimum order 1500 cards. Setup \$250. Cost per card \$0.50. Optional design fee \$400.

Customised Micro Sites

Give your customers a full branded experience, and save yourself from building a website, with a custom micro-site on 1-Night. Your look, your feel, your events, our service. \$2000.

Customised 1-Night Header

- Further the customer experience by adding a custom header to your 1-Night event listing page. \$800.

FAST SETTLEMENT

You receive your money as soon as possible after the event. Our real time reporting makes everything transparent; you get the entire listed ticket price on every ticket you have sold – no inside fees, no withholding GST and no surprises.

We settle all online ticket sales within 3 days of the conclusion of your event direct to your bank account. All outlet ticket sales are settled within 5-7 days.

YOUR DATABASE

Customers buying your tickets are your customers. We retrieve your customers' valuable information on your behalf so you can contact them for your current and future gigs.



“I had the pleasure of working with the team at 1-Night for ticket sales for the 42BELOW Cocktail World Cup. 1-Night provide a great service which makes ticketing at events exceptionally smooth. They are a fantastic team to work with and I am looking forward to working with them again next year!”

- Frances Young, 42 Below



Were Green As

With most ticketing agencies, you buy a ticket and either have to print it off on a beautiful piece of thin tree (also known as paper) or have it delivered by a gas-guzzling courier, in a non-recyclable courier bag. All this is hard on Mother Nature.

1-Night is different, we are green.

1-Night reduces the effect that going to great events has on the environment in a couple of key ways:

- Tickets are electronically loaded to reusable 1-Night Cards meaning no delivery and less greenhouse gas emissions.
- No more printed tickets means less trees die and less toxic ink is wasted.
- Our re-usable cards are made from Recycled Plastic resulting in less harmful plastics in our landfills and oceans.
- 1-Night HQ – Even our office is environmentally friendly using less power and less paper.

We Plant A TREE

For every event we ticket.





STANDARD BOOKING FEES

1-Night is FREE to the Promoter, you receive the entire listed ticket price.

Our Standard Booking Fee Includes:

- Full Online and Offline Ticket Sales
- Credit Card Processing Fee
- DPS Processing Fee
- Scanners to redeem tickets at the door (if more than 50 sales)
- Full ticket sales reporting and promoter tools
- Full customer service

1-Night Marketing – Free

- Gig listing on 1-Night.co.nz
- Gig listing on 1-Night Facebook
- Feature on the 1-Night Blog
- Feature in the 1-Night newsletter

Build Your Customer Database

- Customer email addresses are collected at purchase
- Build your database and contact them for updates and future events

BOOKING FEES

TICKET	BOOKING FEE
10	2.00
15	2.25
20	2.50
25	2.75
30	3.00
35	3.50
40	4.00
45	4.50
50	5.00

From \$50 on: \$4 booking fee + 2.5% of ticket price

- e.g. \$100 = \$6.50 (4 + (2.5% x 100))

TALK TO US

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