



SAN FRANCISCO
OPERA

GROUP COORDINATOR CHECKLIST

START HERE

- Select an opera and performance date.** Ask our staff for opera descriptions and which dates have best availability.
- Estimate group size.** See Group Sales Plan webpage for potential group discounts.
- Decide whether you fit the *Traditional Group Sales Plan* or the *Flexible Group Sales Plan*.**
Then contact the appropriate representative below.

→ FOR TRADITIONAL GROUP SALES PLAN

- Order tickets** in desired seating section at group discount.
- Submit payment.** See Traditional Group Sales Plan webpage for complete billing details.
10-14 people: Pay in full when order is placed, or ask us to invoice you.
15+ people: Pay 10% nonrefundable deposit. Submit final payment 30 days before performance and finalize number of tickets.
- Collect payment from members, if applicable.**
- Tickets will be mailed to you to distribute to group members.**
- Enjoy the opera!**

→ FOR FLEXIBLE GROUP SALES PLAN

- Choose the *group discount* or a *complimentary wine reception*.** Complimentary reception for groups of 20+ people only.
- Decide whether your group wants any additional activities,** e.g. free Opera Talk, private lecture, or cocktail reception. We can assist flexible groups with necessary arrangements.
- Promote the offer.** Send invitation with web link and special offer code at least one month in advance.
- Keep promoting the offer.** Weekly e-blasts are recommended.
- Send participants a final reminder the week of the event.** We will provide you with names and e-mails of everyone who ordered.
- Tickets will be mailed directly to your group members.**
- Host and greet members** at reception or other event if applicable.
- Enjoy the opera!**

At every step, our staff is here to help you create an unforgettable event!

TRADITIONAL GROUP SALES PLAN

Call: (415) 621-4403

Fax: (415) 551-6285

E-mail: groupsales@sfopera.com

FLEXIBLE GROUP SALES PLAN

Call: (415) 565-3215

Fax: (415) 255-8274

E-mail: flexgroups@sfopera.com