**Athletics - Marketing & Promotions**

The Game Management Office is responsible for ticket and stadium/arena

operations for all revenue producing sports and special athletic events at

Davidson College. Revenue producing sports include men's football, men's

basketball and men's soccer. Special events include hosting the NCAA national

soccer finals and the Game of the Week soccer series. Game management solicits

ticket sales, runs the ticket sales operations, and is required to account for all

ticket activities: sales, complimentary tickets, etc.

**Retention Schedule**

**Game Reports.** Records for each athletic event for which tickets are sold. Files

contain ticket order forms, complimentary ticket lists, will call ticket lists, signed

player will call lists, ticket reports and accounting data.

Disposition Instructions: Destroy in office after 2 years or when released

from all audits, whichever is later. Transfer files for special events as the

NCAA Soccer Finals to College Archives for appraisal and final retention.

**Sales Reports.** Records of all sales activities related to an athletic event: tickets,

parking, concessions, etc. Report is prepared through Quattro Pro software and a

printout accompanies monies sent to Controllers Office. A copy of the printout is

maintained in the Games Management Office.

Disposition Instructions: Maintain in office for 2 years or released from all

audits, whichever is later.

**Special Events Notebooks.** Records relating to planning and management of

special athletic events with ticket sales. Files contain correspondence, contracts,

publicity, reports, and other documents.

Disposition Instructions: Maintain in office for 2 years or until reference

value ends, transfer to College Archives for appraisal and final disposition.

**Ticket Orders.** Notebooks of annual ticket order forms and ticket sales.

Disposition Instructions: Destroy in office after 2 years.

**Unused Tickets.** All unsold or unused tickets for athletic events and ticket stubs

for player will call used tickets. Files are subject to audit and are boxed and sealed

after each game report is completed.

Disposition Instructions: Destroy in office after 2 years or when released

from all audits, whichever is later.