Step 1: Think Ahead
This is the most important part when planning your group outing Mason’s Center for the Arts. It’s best to start planning as early as possible so you have more than enough time to select a show, contact your guests, make arrangements, and collect payment. Contact our Group Sales Coordinator at 703-993-8600 as soon as possible.

Step 2: Stay in Touch
Be sure to keep in touch with our Group Sales Coordinator if your original plans change. A quick phone call or email will assist in keeping everyone on the same page and avoiding any pitfalls later on.

Step 3: Spread the Word
After you have selected which show(s) you would like to attend, prepare a special invitation to send to members of your group to keep this event fresh in their minds …They may even want to extend the invite to others! Important things to include in your invitation:

- Name, date, day of the week, and the time of the performance(s)
- The physical address of the Center for the Arts [4737 Mason Pond Dr., Fairfax, Virginia 22032]
- Total cost including ticket, transportation, meal, etc.
- Deadlines for payment along with details on how to submit it (Please see next step.)
- Your contact information in case there are any questions
- A request for accessibility needs (wheelchairs, walkers, assisted listening devices, etc., all of which the Center can provide)

Step 4: Create a Deadline
You should create a firm payment deadline for the members of your group. After your reservation is made, you will receive an invoice stating the total balance, the deposit amount required (25% of total cost), and the payment due dates. It is important that members of your group adhere to YOUR payment deadline, as payment to the Center for the Arts must be received by the due date on your invoice or your seats will be released for sale. Any member of your group requesting a ticket after the final payment deadline may have the opportunity to sit with the group, depending on availability. Please contact the Group Sales Coordinator immediately if issues arise with meeting your payment deadlines.
Step 5: Payment Options
The Center for the Arts offers several payment options:

- Over the phone with a credit card:
  - We accept American Express, Master Card, and Visa.
- With a check, which can be mailed to:
  Center for the Arts Ticket Office
  George Mason University
  4400 university Drive, MS 2F5
  Fairfax, VA 22030
  Attention: Group Sales Coordinator
  - Please make check out to “CFA – GMU.”
- Using the Entourage Program:
  - We create a personalized online coupon code for you and your party to use for online payments. This will incur a per ticket service charge.

Step 6: Ticket Distribution
At the time of your reservation, please let our Group Sales Coordinator know whether you wish to have the tickets mailed to you, emailed to you to print at home, or held at Will Call at the Ticket Office. Tickets cannot be distributed until the final payment is made on your group reservation. Please keep in mind that delivery of mailed tickets can take up to two (2) weeks. If the performance is less than two weeks away after the completion of payment, the only options available are print-at-home or Will Call.

When distributing tickets, it is advised to create a list of each group member’s seat assignment(s) so that lost tickets can easily be reprinted if necessary. A list will also assist the Ticket Office in distributing tickets for you if needed.

Now it’s time to enjoy your group outing! Please don’t hesitate to contact the Group Sales Coordinator at 703-993-8600 or cfatix@gmu.edu with any additional questions or concerns. Thank you for your interest in the Center for the Arts at George Mason University!
Group Leader Checklist

Inviting Your Guests
- Have you offered group tickets to everyone you wanted to invite?
- Did you include the day, date, and time of the performance on the invitation?
- Did you include a firm deadline for RSVPs on your invitation?
- Did you include your contact information on your invitation?

Collecting Payment
- Do you have a firm deadline for collecting payments from your group members?
- Do you have a person in charge of collecting all payment (yourself, group treasurer, etc.)?

Making a Payment
- Do you know your deposit or total payment due date?
- Do you have enough on hand to make the required deposit or the full amount due?
- Does the amount on your invoice match your records? What about the remaining balance due?
- Do you need to reduce or increase the number of tickets to your group? (Make sure to contact our Group Sales Coordinator immediately.)
- Have you received final payment from everyone in your group by the assigned deadline?
- Are you aware of the Center for the Arts group sales policies?

Trip Arrangements
- Do you know how people are getting to the venue? Have you arranged for a bus? Please contact our Group Sales Coordinator for parking and bus drop-off information.
- Have you made meal reservations (if necessary)? Look at our Plan Your Visit webpage for local restaurant recommendations.
- Do you know what time the Ticket Office opens? Do you know when the lobby of the theater opens so that you can avoid any unnecessary wait times?
Do you know if there is a pre-performance discussion for that performance for you and your group to attend?

Do you know the running times of the performance your group is coming to see?

**Tickets**

If you had your group tickets mailed to you directly, were all of the tickets sent? Are they correct? If there is a problem with the tickets received, or you did not receive them through the mail as requested, contact the Group Sales Coordinator.

Are you planning on assigning seats for members of your group and distributing tickets to them in advance? If you are, it may be helpful to record all seating locations.

Are you going to hold all the tickets yourself or pick them up at Will Call the day of the performance? If so, it is best to have a plan on when and how to assign seating.