



Ticketing Guide **Midsumma 2026**

Updated as at 5 December 2025

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Welcome to Midsumma Festival!

This document will guide you through all things ticketing as well as some tips & tricks for making the most of your event sales.

Contact

Cy Martin - Ticketing & Presenter Services Manager
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Presenter Services Team - events@midsumma.org.au

Tel: 03 9296 6600 11am-4pm Mon-Fri (+Sat during festival)

Please allow 48 hours for event changes, including complimentary ticket allocation and promo code requests, all of which should be made in writing or via the relevant forms.

Customer Service Contact - boxoffice@midsumma.org.au

Tel: 03 9396 6600 11am-4pm Mon-Fri (+Sat during festival)

Quick Links

- [Producer Resources](#)
- [Producer Portal](#)

- [Producer Portal Manual](#)
- [Promo Code Request Form](#)

On Sale Date & Embargo

Tickets will go on sale **Monday 24th November 8pm**. Remember - as per your contract, all events in Midsumma Festival's program are **confidential and embargoed** until this time. Once your event goes on sale there will be a big marketing push and you're welcome to join in then.

You will receive an **event URL** from us for your event page before the embargo lifts. **Please remember you must not share this until the festival program embargo has lifted.** You can use it to schedule your social media posts for **after Tuesday 26th November 8pm**.

Red61

Midsumma Festival uses Red61 for its ticketing services.

Midsumma Festival Producer Portal
<https://msf.reports.red61.com.au/>

View the **Midsumma Festival Producer Portal manual** [here](#).

You will receive a login for the **Midsumma Festival Producer Portal** to access your sales reports and you will be able to **book your producer complimentary tickets** ("producer comps") yourself through this portal too (if applicable).

If you have lost your Red61 login: double check your spam folder and search your inbox for emails from "events@midsumma.org.au". If you have no luck, please contact events@midsumma.org.au.

Reports

You will be able to pull and schedule your event reports using the Producer Portal.

You can view a step-by-step user guide to using the Portal [here](#), but here are some useful reports that you will be able to access:

- **Customer Access Information** - a list of attendees along with their access notes, which you can send or schedule to your venue's Front of House staff to assist with their visit.
- **Full Sales with Inside Fees** - a report showing sales by ticket type along with your net income (less inside fees).

- **Performance Promotion Checking** - a report showing uptake of ticket offers or promo codes set up on your event.
- **Seat Listing With Access Requirement** - a report showing a full list of customers with access requirements. You should use this as your Door List for your event.

Complimentary Tickets & Holds

There are four types of comp tickets you might see on your sales reports:

Producer Comp - For complimentary requests by your event team or media/press tickets.

Midsumma Comp - Midsumma's contracted complimentary ticket allowance.

Papering Comp - when you need to fill your venue with some extra bums on seats (always authorised by you)

Companion Ticket - Access patrons are eligible for one free companion ticket per paid ticket to help them access your event.

Producer Comps & Holds

You can book complimentary tickets for your guests via the [Producer Portal](#) (if applicable). You must provide a **name and email address for your guest** in order to book tickets in. Your guest will receive an E-ticket and an event reminder.

Comps will be capped at 10% of the capacity per session. When you hit that limit, you will need to email us to request extra comps. Please note that a per-ticket fee will be charged if you exceed your overall 10% season limit.

You can choose to book comps from the general allocation, or from any Producer Holds you have set with us. We may hold **2 tickets** per session as **Producer Holds** for you as a safety net, which are released 24 hours prior to your event if not used. If you wish to adjust the number of tickets held (e.g. for a Press Night) please email events@midsumma.org.au. You can view the number of Producer Holds you have in place by pulling a **Seat Attributes Summary** report.

You can view the number of Producer Comps left in your 10% allocation by pulling a **Performance Promotion Checking** report.

Midsumma Comps & Holds

Midsumma Festival has a contracted allocation of complimentary tickets to your event, and any tickets booked as part of this allocation will be listed as "**Midsumma Comp**" on your reports. Midsumma Festival will hold an appropriate amount of tickets as **Midsumma Holds** depending on your venue size, but we may book up to 4% (or 6 tickets, whichever is larger) per session as Midsumma Comps.

You can view the number of Midsumma Holds in place by pulling a **Seat Attributes Summary** report.

Automated Hold Releases

If you would like to amend the release schedule of your Producer Holds, please [email us](#) to discuss.

Producer Holds - 24 hours prior to the start time of your event.

Midsumma Holds - 48 hours prior to the start time of your event the holds will reduce to 2 tickets. 24 hours prior to the start time of your event all holds are released.

Papering and Passholders

Sometimes an event doesn't sell all the tickets we hoped it would. In this scenario we would always advise trying a [ticket offer first](#) (such as 2 for 1, 30% off etc), but in special cases we can assist with getting bums on seats, or **papering**. This process is done by processing comp tickets to your event, and may exceed your contracted comp 10% allocation. Whilst this may incur an extra fee, it can be a good strategy in your first couple of performances to help get word out about your show.

There are many ways we can help you to do this, but please note all papering must be authorised by the Ticketing & Presenter Services Manager - email events@midsumma.org.au

The **Friends of Midsumma** papering list goes out to selected friends of Midsumma, helping you target industry guests for your event. This goes out **1-2 times a week** during the festival and you can **choose any number of sessions** and **any ticket limits** that suit you. [Complete this form](#) if you're keen!

Are you happy for **Midsumma Pass-holders** to have last-minute free entry to your event if not sold out? This helps spread the word about your event amongst the Midsumma community. Pass-holders include Event Producers, Midsumma Staff and VIPs, Midsumma Sponsors and Volunteers. Please check that your venue will accept pass holders before requesting.

Email events@midsumma.org.au if you want to be a part of these great audience building opportunities.

Promo Codes

Promo Codes or Ticket Offers are discounts we can apply to your event. If you are targeting a particular audience and/or database and you want to give these people an incentive to book you can set up a special offer.

Please note - promo codes are only applicable to **Full Price** tickets and not concessions.

To **request a promo code**, please fill out the promo code request form: midsumma.org.au/promocode

Example Offers

- Flash sale! 50% off full price tickets booked on the first weekend in January for the show *Cabaret Carnival!* Promo code: DRAGFLASH50
- Flyer offer: \$5 off Full Price tickets to *A Night in Tasmania* to give out with flyers. Promo code: MOONLIGHT5, limited to 10 tickets only per night.

If you need help thinking of an offer, please feel free to [email us](#) for advice.

For specific Promo Codes 2-for-1 or anything that involves purchasing tickets to multiple shows at once, please contact us to discuss what we can implement.

Festival-Wide Ticket Offers

During your registration you may have opted-in to our festival-wide ticket offers, which will be given a spotlight throughout the sales period and during the festival.

1. *Early Bird Promotion*

This promotion provides customers with an automatic 15% discount on Full Price tickets for a short period, following the Midsumma Festival program launch. We do this promotion to encourage people to pre-purchase tickets sooner, rather than later.

If you didn't select this during registration, but you now wish to include your event in the early bird promotion, email events@midsumma.org.au

2. *3 Show Package*

Give your event extra promotion by opting into the **3 Show Package**. Audiences can get **10% off the full ticket price** when they book three (3) eligible events in one transaction. This is a great way to encourage extra traffic to your event page and secure extra bookings. If you would like to participate in this offer email events@midsumma.org.au.

3. *Passholder Discount*

If you selected NO to "Free Passholder Entry" but still would like **fellow artists/participants** to attend your event, or if you're happy for Passholders to buy a couple of discounted tickets to **bring a friend** along, you can offer them a **Passholder Discount**. Midsumma Festival Passholders can get **10% off Full Price tickets** on eligible events. This is available until the end of the festival and is limited to **2 tickets per booking** and **10 tickets per event**.

Pre-Show Event Information

If you have any important information for your audiences that you would like to include in email confirmations or the 48 hour pre-show event reminders, please let us know. This can be information such as what to bring or wear to the event, or where to meet.

Off-Sale, Box Office & Front of House

As stipulated in your contract, we ask that you organise all ticket sales at the box office from 1 hour prior to your event, if required. As a default, your event will go **off-sale 1 hour prior** to your event start time.

If you would prefer to keep selling tickets right up to your event start, or throughout the duration of your event, please let us know.

If you would like to enquire about using Red61 to sell tickets on the door, please contact events@midsumma.org.au.

Don't forget that it's in your contract to report back to Midsumma how many tickets you sell on the door, or how many attendees you admit.

Door Lists and Scanning Tickets

You can pull your customer list through your [Producer Portal](#) on Red61. It's best to do this once your event has gone off sale, so 1 hour before your event - pull the **Seat Listing with Access Requirements** report.

For the 2026 Festival, we can provide you with a login for the Red61 Front of House app, now available on Android and Apple. This will allow you to scan E-tickets or mark customers off on a live list on the door of your event. This allows you to keep your event on-sale for long, if you wish. Please email events@midsumma.org.au if you would like information on the Front of House scanning app. You must request access from our team, as this is separate from the reporting portal.

Customer Service

For **customer service enquiries**, please direct your audience members to email boxoffice@midsumma.org.au

You can read our full Ticketing Terms & Conditions [on our website](#).

Exchanges

If your event has multiple sessions, we can arrange exchanges for a \$3.50 fee (per booking). They will need to pay the difference in any ticket cost if they are moving from a cheaper session to a more expensive session (e.g. from a Preview to a standard performance). We are not able to exchange tickets from your event into a different event. Direct the customer to call 03 9296 6600 (11am-4pm Mon-Fri). Exchanges must be completed **at least 48 hours before** the original booked session.

Refunds

Refunds are not permitted unless your event is cancelled, significantly relocated or rescheduled. Refunds are not permitted for customer change of mind or missed performances (including latecomer lockout). All refund requests must be submitted **in writing** to boxoffice@midsumma.org.au.

Data

When booking online, customers are asked if they would like their data to be shared with third parties (i.e. the event producer).

If you would like to view this data, please log into the Producer Portal and view the **Customer Listing Email Export Third Party** (or **Customer Opt In by Company**), which will show you who has opted in to third party marketing.

Please note that there are specific laws around the use and abuse of people's data. For further information see our [privacy policy](#) and the [policy of the federal government](#).

This data is useful for you to advertise to, but keep in mind that no one likes to get spammed! Setting up a database can be time consuming, but there are many free platforms you can use to help manage data and easily send updates to your customers, attendees or participants.

One good service is <https://mailchimp.com/>.

Sending a digital newsletter is a good way to remind people about your event, give them further details about it and help you focus on the key messages for your event.

Settlement

If your event is paid (not free), then we asked for your bank details at registration. It's your responsibility to ensure that your bank details are correct, as we only get to transfer your settlement once!

Approximately 10-14 days after your event has closed we will send you a settlement report - this is to allow for any post-event customer disputes. Any pending disputes may delay your final report - we'll keep you in the loop if this is the case.

Once you have received your final settlement report, you will be provided with a deadline to query the report, after which time we will automatically process your settlement. If you need to query the final settlement amount, you **must** do so before the deadline provided. Once approved, or if you do not respond by the deadline provided, your settlement will be processed in the next payment cycle (within 15 business days of the conclusion of the Festival, as per event contracts signed on registration).

Inside Fees

A reminder that tickets sold include an 'inside fee', with current table available in your Event Contract signed in Eventotron at registration, also viewable on the website in [Event Registration](#) as below:

Each ticket purchased by audience members includes an Inside Fee. This internal charge is included in the advertised ticket price for your event. Customers see and pay only the total ticket price.

Midsumma retains the Inside Fee from each ticket sale before remitting proceeds to you.

In 2026, Midsumma will retain the following amounts per ticket:

Ticket Price	Inside Fee
Free	\$0
\$5 - \$10.00*	\$1.50
\$10.00 - \$24.50	\$2.15
\$25.00 - \$34.50	\$2.50
\$35 - \$44.50	\$3.25
\$45.00 - \$59.50	\$4.00
\$60.00 - 79.50	\$4.95
\$80.00 - \$99.50	\$5.45
\$100.00 or over	\$5.85

*The minimum ticket price for paid events is \$5 (inc. GST)

The prices you nominate during registration, and advertise to the general public, must include the Inside Fee.

When planning the income you require from ticket sales, remember that this fee scales. So when setting concession or variant prices, the Inside Fee will change. As an example:

- If your Full price ticket is \$25.00, \$22.50 will go to you and \$2.50 to Midsumma
- If your Concession price is \$15.00, \$12.85 will go to you and \$2.15 to Midsumma

If you have any questions about settlement, please email events@midsumma.org.au.

We hope you have a wonderful festival and, as always, if you have any queries please get in touch with us - we're happy to help!