

Tickets - Pricing for Athletic Events

Prices for Athletic Department services, merchandise and tickets to athletic events shall be established by the Athletic Director or his/her designee(s) with final approval given by the Chancellor. Prices shall be reviewed from time to time. Price changes may be made according to certain market conditions including, but not limited to, price relative to other Southeastern Conference members, promotional needs, conditions of excess supply or demand, economic condition of core customer groups, quality of a particular event relative to the entire season, and long-term effects of pricing changes on overall demand.

February 1, 1993