

**UNIVERSITY OF CENTRAL ARKANSAS
BOARD POLICY**

Policy Number: 804

Subject: Athletic Events-Ticket Prices

Date Adopted: 02/24/12 Revised: 1/21

Ticket prices to university athletic events shall be determined by the athletic director, with final approval by the president. The prices shall be reviewed on an annual basis and may be adjusted to reflect current financial conditions. Factors to consider when adjusting ticket prices may include, but are not limited to, the following: (1) ticket prices to other conference athletic events; (2) economic state of potential patrons; (3) supply and demand; (4) quality of a particular event; etc.