

Subject Collegiate ticket purchasing rights tax exemption provided

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Summary

Excludes the extra price paid to sit in a “preferred viewing location” for season tickets to a college sporting event from the taxable sales price of the ticket, provided the following criteria is met:

- the underlying ticket price must be at least as high as the highest ticket price for the surrounding seats, not in a preferred viewing location;
- the extra price must be separately stated; and
- the revenue from the extra price must go entirely to support student scholarships, student wellness, and academic costs.

This is similar to the current exemption given to stadium suite licenses. Effective for sales and purchases made after June 30, 2021.