



# Erasmus University College Study Association (EUCSA) Pricing System

*Date: 11/02/2025*

# Problem

The current membership model of the Erasmus University College Study Association (EUCSA) has raised concerns due to the marginal price differential between member and non-member tickets. This pricing structure has resulted in various issues, including:

1. **Subsidization of Events:** Memberships subsidise committee endeavours and events, meaning free activities creates an imbalance in the financial contributions among event participants.
2. **"Free-Riding" Dilemma:** Non-members are able to benefit from events funded by members, leading to a situation where non-members enjoy these benefits without contributing.

In light of these problems, we have proposed the following solutions and changes to address these issues and enhance the overall fairness and sustainability of EUCSA's pricing system.

## Solutions/Changes

*These changes will take effect as of 11/02/2025.*

### 1. Price Gap Between Member and Non-Member Tickets:

To address the issues of subsidization and the "free-riding" dilemma, we will implement a more distinct price gap between member and non-member tickets. The first course of action here has been designating free events as exclusively to the benefit of EUCSA members, secondly ensuring consistent implementation of price differences and that policy is clear to all those implicated. Thereby, we wish to propose a three-tiered minimum price difference between members and non-member tickets: 2.50€ for events which are free to members, 4€ for cheap ticketed events and at least 25% added to the ticket price for events which cost more than 12 euros for members. This change is intended to encourage non-members to consider becoming members, thereby increasing the association's membership base and its financial sustainability.

#### i. Exception to the Ticket Pricing Policy

The mandatory price gap between members and non-members for ticketed events can be negotiated in circumstances where the proceeds will either partially or fully be donated to charitable organizations. In such a circumstance, a committee can send the EUCSA board a proposal including the suggested ticket prices and their reasoning for requesting an exception from the standard ticket pricing policy.

## 2. Events & Ticketing

However, the implementation of a minimum price difference, especially for free events, requires event organisers and committee members to be responsible in verifying tickets. Upon getting access to the ticket scanning through the requisite wix app, committee members sign a privacy acknowledgement and commitment form. The checking of memberships and tickets where relevant will be monitored by the board periodically.

## 3. Practical Constraints

Due to feasibility constraints, this policy will not be mandated for EUCSA events which occur in open spaces which are accessible to all EUC students, namely the EUC Atrium & Basement. Collaborations with partners at the faculty or external entities will also not be strictly subjected to this. Events which fulfil these criteria would be events by MEDA, SAAC, or organised by EUCSA at the request of management (ex. Introweek), or Collaborations with other associations and organisations etc..... Still, these should be seen as exceptions, and the possibility to adhere to the policy listed above should be recommended.

## 4. Sports

We will introduce a membership/pass system for sports teams within EUCSA. This system will require individuals that are solely interested in participating in sports teams to purchase a sports team pass. This pass will be priced at 20€, largely based on the costs of renting the facilities for the training sessions and games organized by Sports Co. This change is designed to ensure that sports teams can cover their costs and manage their budgets effectively. The income from the sports teams' pass will go into the total EUCSA budget and will be considered during the budget reallocation procedure.

*Note: The sports teams pass is included in the EUCSA Full Year Membership.*

## Long-Term Goal

As EUCSA continues to grow and achieve financial stability, we will explore options to make the membership more accessible. This long-term goal reflects our mission statement of community fostering whilst remaining realistic in the maintenance of the association's financial health.

These changes aim to create a more equitable and sustainable pricing system for EUCSA, ensuring that members and non-members alike can enjoy the benefits and events offered by the association, while also ensuring financial stability. We will monitor the implementation of these changes and make adjustments as necessary to achieve our goals.