

How to set up Pay What You Want (PWYW) Tickets

What is Pay What You Want?

Pay What You Want or PWYW tickets are a flexible ticket pricing option, allowing audiences to choose the price they would like to pay per ticket.

How does it work?

When an audience member selects a PWYW show, they will be shown a slider to select their ticket price.

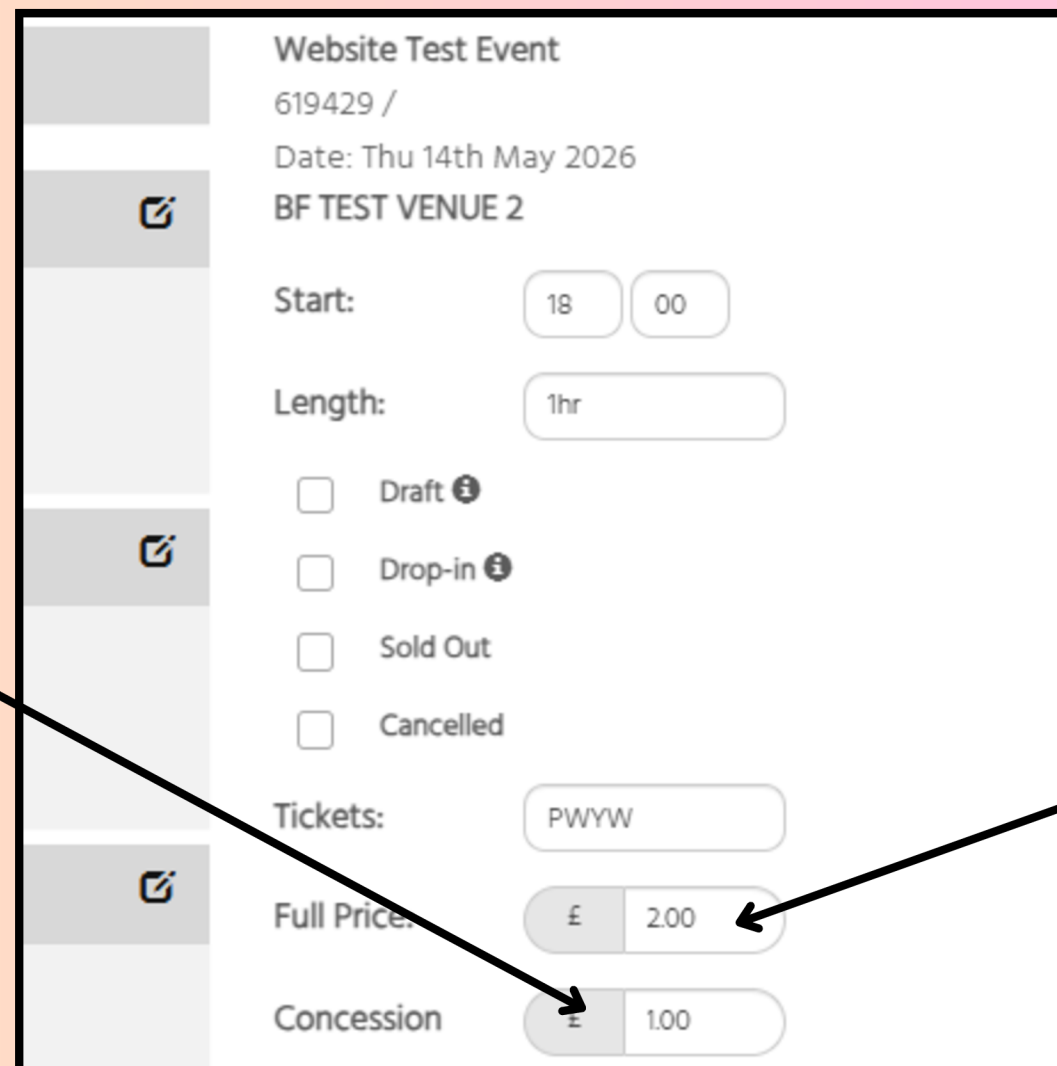
Ticket Types	Ticket Price	Quantity
Pay What You Want	£2.00	
General Admission		

Artists can set a **minimum price** (the lowest point the slider can go to) and a **recommended price** (where the slider automatically starts - shown above as £2). **The maximum price will always be £30.**

Setting a Minimum & Guide Price

To set a minimum and guide price when setting up your tickets, go to Dates, Times and Prices and add a performance with the 'PWYW' ticket type*

To set your **minimum** price, enter the desired amount in the **Concession** field



The screenshot shows a form for 'Website Test Event' with the following details:

- Event ID: 619429 /
- Date: Thu 14th May 2026
- Venue: BF TEST VENUE 2
- Start: 18:00
- Length: 1hr
- Ticket types: Draft, Drop-in, Sold Out, Cancelled (all unchecked)
- Tickets: PWYW
- Full Price: £ 2.00
- Concession: £ 1.00

Two arrows point from the text on the left to the 'Concession' field and from the text on the right to the 'Full Price' field.

To set your **guide** price, enter the desired amount in the **Full Price** field

Then select 'save' at the bottom right of the page

*For more information on the registration form, please see our [**Artist Registration Guide**](#)

But I want audiences to have the option to book free tickets?

You can set up your PWYW tickets to not have a minimum price, which will allow the slider to any price between £0 to £30 - just set the concession price at 0. You can also have the slider start at free by putting a 0 in the Full Price box

I need further help with my Ticketing/Registration

For ticketing enquiries, get in touch with our **Box Office** Team. For all other registration queries please contact our **Artist & Venue Services** Team.

Brighton Fringe Box Office

Email boxoffice@brightonfringe.org

Tel 01273 917272*

**Please note the Box Office is monitored part-time outside of festival season. See our [Contact Us](#) page for more information.*

Artist and Venue Services

Email takepart@brightonfringe.org

Tel 01273 964907