

FORD THEATRES BOX OFFICE

Frequently Asked Questions

What ticket price should I choose for my event?

When deciding upon a ticket price, producers need to be aware of (a) the ticket buyers and their price sensitivity and (b) the event's costs and the amount of revenue (ticketing or from other sources) needed to cover these costs.

Historically, Ford event base ticket prices range from \$20 to \$30. Average attendance for Summer events is 50%-60% capacity. Figure accordingly.

Base ticket pricing must be determined upon submission of your Ticket Setup form, no later than January 10th; the only change permitted after that time is for discounts. All ticket prices should be whole number amounts, such as \$25.00 or \$32.00.

Can I offer more than one ticket price?

The Ford recommends one base ticket price to simplify the patron's decision process and to speed up Box Office operations. If the event is General Admission seating, only one base ticket price can be offered. For reserved seating events, you have the option of offering up to two base ticket prices: please see "Row Locations for Two-Tier Ticket Pricing" for a full seating breakdown. There is not a bad seat at the Ford; the last row of seating is only 96 feet from the stage.

Should I have reserved seats or general admission?

Seating depends on the nature of the event. For some types of events, such as classical music, audiences are most familiar and comfortable with assigned seating. Reserved seating is also recommended for events where close proximity to the stage is a large draw, such as cabaret or jazz shows, which may motivate patrons to buy tickets early for a great location. Any events where the audience may be motivated to dance around their seats, such as world music, should be general admission to allow for easier movement of patrons.

If you are planning to sell a sizeable number of tickets on consignment, general admission is easier to regulate to avoid breaking up or mismatching parties.

Even with general admission seating, a limited number of seats may be reserved for special guests, as arranged in advance through Bill Berry and House Management.

When do tickets go on sale?

The Ford Season Brochure will be mailed in early April. At that time, tickets go on sale through the Box Office and the Ford Theatres website.

Does the Box Office charge a handling fee?

Window transactions: no handling fee

Phone, mail or fax single-ticket orders: \$3.00 per ticket

Group orders or season subscriptions: \$5.00 per order (flat)

Internet group orders: \$10.00 per order (flat)

Internet single-ticket transaction fees vary by event, ranging from \$1.50 to \$5.50 per ticket, and are dependent on base ticket price for the event

Please include handling fee information in publicity.

Can I have discount prices for my event?

Yes, see the "Discount Ticket Information" sheet.

Can I add extra discounts later?

Yes, please notify the box office at least 10-days before you want it go on sale.

Does the Ford have a group ticket rate?

The group discount is 10% for groups of 8 to 15 and 20% for groups of 16 or more. See the "Discount Ticket Information" sheet for more details. The producer may choose whether or not to allow this discount. To order group tickets, patrons may call the Box Office or order online through the Ford's Website. Producers are requested not to buy group tickets for their own event.

How many complimentary tickets can we get?

There is no limit. Refer to the "Complimentary Ticket Information" sheet for details.

Can the Box Office hold tickets for me to buy or comp later?

Upon submission of the Ticket Setup form, complete the "Producer Holds" section. Any additions or revisions to these holds must be in writing.

Are tickets exchangeable?

The Box Office policy is "no exchanges or refunds". Under special circumstances, subscribers or others may exchange their tickets. Complimentary and consignment tickets are not exchangeable.

How many complimentary parking passes do I get?

Producers receive up to 15 complimentary parking passes, which are issued at the 30-day Production Meeting. Additional passes can be purchased if needed. Refer to the "Parking Pass Information" sheet for details.

What about Theatre Parties?

When organizations purchase tickets at face value and sell them at a "mark-up", it is known as a Theatre Party. The purchasers of these tickets must be notified that the ticket is marked-up and the additional funds go directly to the non-profit organization. However, at no time may complimentary tickets be sold for any reason at any price.

How can I take tickets from the Box Office to sell within the community?

By consigning tickets, the Producer can reach out into the community to sell hard tickets. See the "Consignment Guidelines" sheet for an explanation on how to consign tickets and Ford policies for consignment.

When do I get reports on ticket sales?

From the time tickets go on sale until your event, the Box Office will email a sales report once weekly to the person as designated on the Ticket Setup form. If additional people need to receive this sales report, please let the Box Office Manager know as soon as possible and they will be added. During the week of your event, you will receive daily updates on the sales report.

When can I come to the Box Office to claim my held seats?

Email your request to the Box Office Manager and await a confirmation response or a suggested rescheduling. Requests must be in writing and at least 24-hours in advance of pickup. Be certain to specify whether the tickets are to be complimentary or consigned. For more information on consigning tickets, see "Consignment Guidelines". Remember, there are no returns or exchanges on printed complimentary or consigned tickets. Also please do not expect ticket-sellers to assist with complimentary or consigned ticket transactions; address any requests to Box Office Management only.

Can artists call directly to the Box Office to order their comp tickets?

Complimentary ticket requests will be authorized only when submitted by the event producer. All comp ticket requests must appear in an excel list prior to the distribution of complimentary tickets. This excel list is to be alphabetized by last name and maintained by the producer; a finalized comp list must be provided to the Box Office Manager two-days prior to the event. Last-minute comp requests may be accommodated but can not be guaranteed.

Can I arrange for CODs at the window?

All orders must be paid in full in order to reserve tickets; the Box Office does not hold CODs in will-call. If you anticipate this potential for unpaid consigned tickets, plan on having a representative setup at the front gate with these tickets to sell/distribute. Under any circumstance, please notify the Box Office and House Management if you will be requiring a front gate setup.

Can I leave tickets at will call?

You may leave tickets at will-call for the Box Office staff to distribute. Please place them in the supplied Ford ticket envelopes (request from the Box Office if needed) and legibly print the last name first, then first name; do not use business-sized envelopes and do not seal the ticket envelopes. The Box Office is not liable for anything placed in the ticket envelopes, so please only include the Ford tickets for your event. If your will-call requires special treatment (such as pending requests for donations or unique ticket distribution), a representative is required to be setup at the front gate to distribute those tickets/items. At show time, all remaining envelopes with tickets can be returned to the Box Office will-call. The Box Office will not collect payments or donations from patrons on your behalf.

Can a representative of the producer be in the Box Office at show time?

The Box Office staff is trained to deal with ticketing and patrons and abides by the strict Ford policies for will-call and comp lists. If, due to the nature of the audience or sales trend, it may be necessary for a representative to be in the Box Office, they must arrive at least two-hours prior to curtain. The producer must authorize this representative to clarify comp requests and will-call tickets and this representative must not distract the Box Office employees or hinder their ability to perform their work tasks. The Box Office Manager should be notified at least 4 weeks in advance if an event representative will be in the Box Office at show time.

The preferred alternative is to have a representative provide a direct communication link (such as cell phone number) to be reached for will-call or comp list clarification.

What happens if tickets are lost?

If tickets are distributed before your event, please track all consigned and complimentary tickets in excel format with names and seat locations (or number of tickets for general admission). If necessary, we will issue replacement slips for the exact same seats to be left in will-call for day-of-show pickup; upon issuance, the original tickets are no longer considered valid and anyone attempting to use an invalid ticket may be denied entry or ejected from the theatre. We can not issue replacement tickets without the tracked ticket distribution list.

My show isn't selling. How can I paper the house?

Please consider that ticketing trends at the Ford and across the nation are showing a greater tendency towards last-minute buying. Review your weekly sales reports for an accurate status of ticket sales for your event.

Should you decide to paper, you will need to contact non-profit organizations or papering services at least 2-3 weeks before your show. Determine how great of scale you would like to paper the house. The Ford can help by inviting the Los Angeles County Executive Office or other groups already associated with the Theatre. The Ford Theatre Foundation outreach program may assist by bringing youth and community centers to the event. Outside of these established contacts, the Box Office will not paper the house on your behalf.

Can I use "Half-Price" websites to help my sales?

The Ford has seen success with Goldstar Events and LA Stage Alliance's Web Tix. If you would like to work with a different company, you must discuss this with the Box Office Manager in advance. The producer is to be in direct contact with and will receive the payment check from these companies and the Box Office will consider these as consigned tickets. If you decide to offer tickets through any secondary ticket agency, it is necessary to alert the Box Office Manager the number of tickets being offered and ticket price(s). You must notify the Box Office Manager of any changes to the number or price of the tickets being offered. Please discuss with the secondary ticket agencies and the Ford Marketing department strategies for best utilizing this resource without cannibalizing upon full-price ticket sales.

Can I use wristbands or backstage passes instead of tickets?

Every person must have a ticket in hand to enter the amphitheatre.

With the exception of performers, technical crews and your immediate production staff, no one is even authorized to enter the grounds of the facility without a ticket. Backstage passes will not permit admission into the seating area of the amphitheatre but may grant admission into other areas of the theatre, such as the artists' entrance or backstage, as agreed by the event producer and the Ford House Management and Production. A list of the individuals who will be allowed backstage must be provided prior to the performance day.

Can I get a list of all the patrons who bought tickets for my show?

Contact the Box Office Manager by phone or email anytime after your show is over to be provided an excel list of your patrons.

What are the summer Box Office hours?

During the Summer Season, the Box Office is open Tuesday through Sunday (closed Mondays, unless there is an evening performance upon which the Box Office is open in the evening only).

On non-performance days, the Box Office is open from 12 noon to 6 pm.

On performance days, the Box Office is open from 12 noon until 30-minutes after performance start-time (typically around 8:30pm).

If your audience base or event type requires the Box Office to be open later than 30-minutes into the show, notify the Box Office Manager at least 4 weeks before your event to allow for scheduling adjustments.

Where can patrons buy tickets?

- Box Office phone orders: 323.461.3673
(payable by credit card)
- Box Office mail orders: Ford Theatres Box Office
2580 Cahuenga Blvd. East
Hollywood, CA 90068
(payable by check* or money order)
- Box Office fax orders: 323.871.5904
(payable by credit card)
- Box Office window: (payable by cash, check*, money order, credit card)
- Internet: www.FordTheatres.org
(payable by credit card)

*Please note check payment must be received at least 10-days prior to event.

Who should I contact if I have more questions?

Box Office Manager

Breanna Keeter

BKeeter@arts.lacounty.gov

323.856.5788

Group Sales Coordinator and Assistant Box Office Manager

Eve Childs

EChilds@arts.lacounty.gov

323.769.2147

Other Ford Theatres staff contact information is available at:

<http://fordtheatres.com/en/about/staff.asp>