

Ford Amphitheatre Consignment Guidelines and Policies

Benefits of Consignment

Event producers may consign tickets for their event from the Box Office. Consigned tickets provide the producer with a hard-stock inventory from which they can perform their own direct sales. Typical uses include direct sales to the producing organization's own members or special constituencies with which the organization has close relationships. Consigned tickets also provide for special "in-the-community" sales activities, events or vendors.

Tickets may also be consigned to sell through secondary ticket agencies, such as Goldstar Events or LA Stage Alliance's Web Tix; if you are interested in utilizing the services of a different secondary agency, please notify the Box Office Manager in advance to ensure cooperation with our ticketing system and policies. These secondary ticket agencies provide a unique marketing tool by reaching out specifically to internet users. Please be in communications with these agencies as well as the Ford Marketing department to strategize how to best maximize the benefits of this inexpensive, or sometimes free, marketing service. With these type of consigned tickets, the Box Office will be provided a will-call list and patrons will pick up their tickets from the Ford Box Office the day of the show.

Consignment Ticket Guidelines

Consignment tickets must be picked up by the producer or a designated representative if the Box Office Manager is notified in advance. The person who picks up the tickets is required to sign a Consignment Tracking form as agreement of ticket issuance and compliance to record, to the best of their ability, all consignment sales.

Consignment tickets are only issued in batches of 50.

Consignment tickets are issued at the regular full price for each seat. Discounted tickets (such as student and children's) are not available for consignment.

The value of all consignment tickets issued is calculated into an event's gross box office proceeds (e.g., for the purpose of calculating licensing fees). This occurs regardless of whether or not the event producer actually sold the tickets they consigned. For this reason, it is in a producer's own self-interest to only consign as many tickets as they are certain they can sell.

Producers may receive an allotment of up to 100 consigned tickets once licensing agreements are signed, deposits paid and the event becomes available for sale through the Ford Box Office. To receive additional consignment tickets, one of the following conditions must be met:

- a. The producer has provided an additional deposit (or deposits) to the County equal to the value of any previously consigned tickets; or
- b. The sum of any deposits provided to the County by the producer (i.e., facility Licensee) for the event plus any ticket revenues being held by the County related to the event must equal or exceed all of the producer's anticipated expenses for use of the facility.

Upon meeting one or both of these conditions, producers may consign additional tickets; any tickets beyond the initial one hundred may be susceptible to Consignment Fees (like Box Office Handling Fees). More information can be provided upon request.

Consignment Ticket Request

Requests for consignment tickets must include the total number of tickets and, for reserved seating events, seat locations or pricing tier breakdowns.

If you are also picking up complimentary tickets, please clearly state which tickets are to be consigned and which are complimentary.

Requests must be made in writing to the Box Office Manager at least 24-hours prior to pickup (please note Box Office hours and show times and plan accordingly).

Requests will receive an email response of confirmation or suggested rescheduling.

The Box Office cannot guarantee ticket request fulfillment for unexpected drop-ins.

Tracking Consigned Tickets

Once requested, consignment tickets cannot be returned to the Box Office. Event producers are solely responsible for the sale and distribution of the tickets, as well as any monies thereby collected. Lost or stolen consignment tickets will be considered sold tickets; replacement tickets may be issued for lost tickets only if ticket distribution has been properly tracked and patron confirmation is available.

In the case of an event cancellation, patrons seeking refunds or exchanges for consignment tickets will be directed to the event producer. The Ford Box Office cannot provide refunds on consigned tickets. For this reason, it is required that event producers keep records of their consignment ticket patrons.

The ticket distribution record must include both consigned and complimentary tickets (if distributed in advance). This tracking method will assist in the event of lost tickets, house issues and settlement. This excel-formatted record should list names, seat locations (or number of tickets for general admission), comp or consigned method and a phone number for each patron (for confirmation or assistance only).