

Ford Amphitheatre Discount Tickets

The Ford Amphitheatre offers a number of discount options:

Season Subscriber Discount

For all shows that are part of the Ford's subscription program, orders for three or more events receive 20% off each adult ticket. *This discount applies to all evening performances within the Summer Partnership Program.*

Student Discount

Students of all ages (with a valid full-time student ID) can purchase their ticket at the discounted price of \$12.00.

Producers can choose whether or not to allow this discount.

Children's Discount

The Ford offers \$12.00 tickets for children ages 12-years and younger.

Producers can choose whether or not to allow this discount.

(Note: Every person, no matter the age, must purchase a ticket to be admitted into the theatre, with the exception of babies sitting on laps.)

Group Discount Structure

The Box Office can provide discounts off regular-priced tickets for large groups when purchased in a single transaction. Groups of 8 to 15 patrons receive a 10% discount, while groups of 16 or more receive 20% savings. Student and children's tickets do not receive additional discounts, but may count toward the number of tickets required for group eligibility.

Producers are requested not to buy group tickets for their own event.

Producers can choose whether or not to allow this discount.

Producers who are interested in utilizing this Group Discount Structure should schedule an early meeting with the Group Sales Coordinator to create a cooperative strategy for maximizing group sales benefits.

Other Discounts

The Ford offers a 20% discount to Dance Resource Center members for dance events.

Producers that would like a particular association (i.e., BASC, Cabaret West, etc.) or organization's members to receive a 20% discount should indicate this on the Ticket Setup form.

Please note: Any other discounts must be cleared through the Box Office Manager at least 10-days in advance. Producers must provide written notice to the Box Office in order to add or change a discount to a ticketed event.

Event producers should be aware that ticket discounting represents a trade-off between decreasing the amount received per ticket and possibly increasing the number of tickets sold. It can be an important element of an event's total marketing mix if properly used.