

## **Ford Amphitheatre Ticket Pricing Guidelines**

### **What ticket price should I choose for my event?**

Many factors are involved in determining the most effective ticket pricing for an event. Producers need to be aware of the target ticket buyers and their price sensitivity, the pricing of similar events in the marketplace, the marketing strategy being used (including any discounting), the event's costs and the amount of revenue (from ticketing or other sources) needed to cover those costs. Historically, typical Ford Partnership Program event prices have been very reasonable as compared to other venues in the region. Average ticket prices for Partnership Program events are \$20-\$30. Average attendance for Summer events is 50%-60% of capacity.

### **Choosing Reserved vs. General Admission (non-assigned) Seating**

In considering which type of seating you will use, the best choice often depends on the nature of your event. For instance, classical music audiences tend to prefer and expect assigned seating. Also, reserved seating is preferable for any event where sitting up close to a performer is a draw, such as cabaret or jazz shows. In such cases, reserved seating spurs patrons to buy tickets early in order to get the best seat location. Reserved seating also allows for scaling the house with multiple ticket prices, which can simplify late seating for shows that are sold out and accommodate for VIPs.

Many world music events, especially those that are expected to have an audience dancing, should be general admission. If you are planning to sell a sizeable number of tickets on consignment, general admission is easier because you won't have to worry about keeping track of specific seats for groups of people needing seats all together. For events that are not sold out, general admission simplifies late seating and can reduce distractions caused by seating of late arrivals. It also rewards people for arriving early and creates an incentive for people to do so. If you do choose general admission seating, but want to reserve seats for a limited number of your special guests, you may arrange this in advance through the Bill Berry or House Management.

### **Other Points to Consider**

**Rounded Prices-** Whole number pricing (such as \$23.00 vs. \$22.50) is easier to convey in promotional materials and speeds up day-of-event Box Office operations.

**Discount Tickets-** See "Discount Ticket Information" sheet for a list of discount options.

**Handling Fees-** Transaction fees are charged for phone, mail, fax and internet orders.

**Theatre Parties-** As a fundraiser, organizations may buy tickets at face-value and sell them at a "mark-up." Referred to as a Theatre Party, the purchasers must be aware that the marked-up funds go directly to the organization or for the receipt of some incentive.

**Consignment Tickets-** Producers may take full-priced tickets from the Box Office to sell within the community or to individuals who are close to the producing organization. See the "Consignment Guidelines" sheet for details and policies.

**"Half-Price" Ticket Websites-** Discount ticket agencies can generate interest in an event to spur additional sales, but need to be used judiciously to avoid cannibalizing full-price ticket sales.