

FORD AMPHITHEATRE MERCHANDISE SALES GUIDELINES

GENERAL INFO:

Licensee's merchandise (including CDs, DVDs, t-shirts, etc.) may be sold by Ford house staff or artist's vendors the day of the event.

GUIDELINES:

Merchandise sales must be approved by the Event Services Manager during the 30-day out production meeting (see Exhibit B, Technical Crew Costs) and must take place from fixed locations within the gates.

For sales conducted by Ford staff, artist merchandise must be delivered to the Event Services Manager at least three hours prior to the performance. Licensees wishing to have Ford staff sell their merchandise must submit a complete inventory list to the Ford Theatre Foundation no less than a week prior to the event or no merchandise sales will be allowed on event day.

For merchandise sold directly by Licensee or Licensee's representatives (vendors), a sales inventory form, provided by the Ford, must be completed at the close of sales. Licensees wishing to sell their merchandise through vendors must send a list of all vendor contact information to the Ford Theatre Foundation no less than a week prior to the event.

For Licensees wishing to have more than three representatives/vendors selling merchandise, in lieu of a commission on sales, there will be a \$25 per vendor flat commission fee due to the Ford Theatre Foundation before the producer's settlement check will be released. For vendors, a program of insurance, as specified in Exhibit A of the contract, is required. There is a limit of five vendors per event.

Unsold merchandise must be retrieved at the conclusion of the event. The Ford is not responsible for merchandise left at the theatre for more than 72 hours after the event.

FEES:

A **25% commission** applies to ALL merchandise sales (except those for which a flat commission is being collected, see "Guidelines" paragraph 4) and is payable to the Ford Theatre Foundation.

For merchandise sold by the Ford, Ford staff will handle all money generated by merchandise sales, including cash, check, and credit card transactions. A **25% commission** and **8.25% California sales tax** will be deducted from total revenues collected and a settlement check will be sent to Licensee or their designee within approximately 10 business days.

For merchandise sold directly by the Licensee or vendors, the seller is responsible for collecting and paying 8.25% sales tax to the State of California on all items sold and for paying **25% commission** to the Ford at the conclusion of sales.