

Ford Amphitheatre

GUIDELINES FOR TICKET GIVEAWAYS

Ticket giveaways on radio and television stations generate on air chatter about your event. You also may wish to make ticket giveaways part of a co-promotion agreement. Keep these points in mind:

Most stations want 10 pairs of tickets.

Lists of winners should be emailed to the communications department (communications@arts.lacounty.gov) or faxed to 213-580-0017 no less than 2 working days before your first performance.

- Tell winners they must pick up their tickets at will call on the night of performance. This gives the box office the flexibility to pull those locations at the last minute. If you give hard tickets to the station, you lose control of them. You don't want to give away a prime seat you can sell.

- Giveaway tickets do not come out of your 32 comps or the 20 seats held for press.

- Giveaways are filled from best available unsold seats.

If you set up a giveaway, please notify the communications so that we can make sure we receive the winners' names to forward to the box office.

If a radio station contacts the Director of Communications with a giveaway request for your event, we will ask your permission before responding.