

Group Sales

Although the Ford does not act as your personal sales agent, we can provide supplemental through our group sales person.

(1) Emailing to producer's database:

If you have a database with complete contact information for group sales prospects we can do a targeted email blast to those prospects. It will promote discounts for groups of 8 or more people.

- Database must be in an excel spreadsheet (sample provided online)
- Database must have correct contact name, company or organization, contact phone and email
- Additionally, it is useful to have full address, city, state and zip information so that direct mailings can be made as needed

DEADLINE : database must be received 60 days PRIOR to your event.

(2) Building up new prospects

In addition to groups who have previous attended your shows, you will be asked to provide contacts for prospective groups that may be interested in your upcoming show. This is a collaborative process between your organization and the Group Sales Coordinator.

(3) Please refer to "Group Sales Process" for more ideas and information.

(4) Be sure to meet with the Group Sale Coordinator 16 weeks before your show.

(5) Rental Clients who would like to offer group discounts may also contact the coordinator for more information.

Ford group sales contact: **Eve Childs, 323-769-2147, parties@arts.lacounty.gov**