

Ford Winter Partnership Front of House Hip Tips

Front-of-House Activity

The Ford's Event Services Manager (Bill Berry) and House Manager will work with producer on all front-of-house requirements including parking and all pre-event activities on the plaza or elsewhere on-site, including receptions.

House Staff

A House Manager is provided for every performance. Producer must provide at least one ticket taker and one concessions sales person for every event. If the producer cannot provide adequate staffing, additional house staff may be provided by the Ford for a fee.

House Policies

Tickets and Admittance: Every person must have a ticket to enter the theatre. Producer must provide comps to all guests and volunteers

Programs: Producer is responsible for providing a printed program for audience members.

Video Cameras: Producers wishing to archive a performance must make an arrangement with Event Services manager in advance.

Opening the House: The gates to the plaza area and lobby of the theatre are opened for the public one hour prior show time. The house doors should be opened fifteen minutes before curtain. House Manager will seat latecomers at appropriate times. The last two rows of the theatre will be reserved for late seating.

Intermission: Except for events that are less than ninety minutes in duration, all events must have a minimum of one fifteen (15) minute intermission.

Smoking: Smoking is permitted only in the designated smoking area on the second floor of the venue.

Merchandise and Concessions: Merchandise and concessions may be sold in the [Inside] the Ford lobby area. Winter Partnership producers are responsible for staffing and keep all proceeds. All Winter partners are to feature a similar variety of food and drink options and offer comparable prices. Food must be properly stored after each performance. The sale of beer and wine is permitted under the license held by the Ford's concessionaire, Crumble Catering. Alcohol sales to minors are strictly prohibited. Alcohol must be sold by an adult of 21 years or older. Only bottled water may be consumed inside the theatre. All other food and drinks must be consumed in the lobby or on Edison Plaza.

Parking: There is no cost to patrons, artists or producer for parking. However, any vehicles parked in the fire lane or in disabled parking spaces without disabled placards can be towed.

Opening and closing night receptions: Second floor bar area can be used for these receptions. Please arrange well in advance with the Event Services Manager.

Other Pre- Show Activities: All pre- show activities must be approved by the Ford at least 14 days in advance. All activities on Edison Plaza or elsewhere in the theatre must end by 11:00 P.M.

Please contact the **Ford's Event Services Manager Bill Berry** for all your front of house needs.

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