



PRICING & SEATING MAP RECOMMENDATIONS

These recommendations are intended to help you determine the best pricing structure and seating layout for your event. If you are new to producing at the Ford, or have specific questions, we strongly encourage you to have a discussion with the Ford's Box Office Manager, Jessie Towers (jtowers@arts.lacounty.gov or 213.273.8319).

Venue Capacity: The Ford has 1,180 fixed seats with additional wheelchair spaces. The amphitheatre is very intimate- the last row is only 96 feet from the stage.

Selecting a Seating Map: The Ford offers two seating plans: **Reserved** (3 price tiers, see map in Artist Workbook) and **General Admission** (first come, first served). Our reserved map tiers are based on significant research on our venue's fill patterns. We ask that all producers selecting reserved seating use this as their seating layout as it has been most successful for past producers. If you feel strongly that this map will not work for your event, we are happy to discuss with you.

Reserved Benefits:

- Best for genres in which audiences are most familiar and comfortable with reserved seating (ex: classical music, theatre).
- Best for events where close proximity to the stage is attractive (ex: headliners).
- Allows for scaling the house with multiple ticket prices, adding to your bottom line.
- Allows for dynamic pricing, if there is significant demand.
- Motivates patrons to purchase early and at a higher rate, to ensure a great seat location.
- Best for shows that tend to sell out and whose audiences tend to arrive after the show begins.



General Admission (GA) Benefits:

- Best for genres in which audiences are most familiar and comfortable with GA seating (ex: comedy, hip-hop).
- Best for events with a more relaxed atmosphere, like those where audiences like to get up and dance (ex: world music, rock & roll).
- Focuses on one base price, simplifying the budgeting process.
- Rewards patrons for arriving early as they get a better seat.

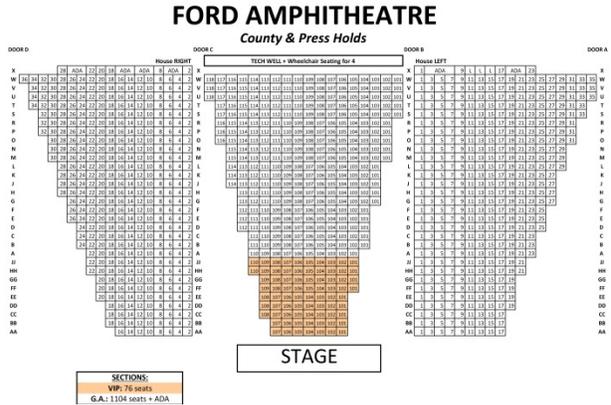
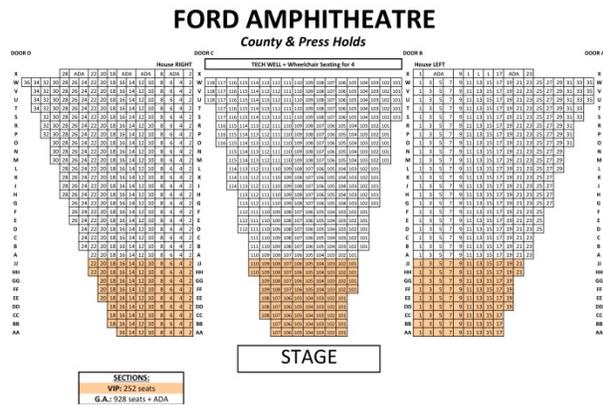
- Simplifies late arrival as it reduces distractions.
- Good for longer events with multiple acts when patrons may be coming for just one headliner, as it eliminates holes in your audience.

VIP Seating:

- Both reserved and general admission seating also have the option of adding a **VIP ticket**—a premium price charged for a premium seating location—to increase revenue.
- VIP tickets often come with **value-added components**, like a private reception, meet & greet, or gift bag. You decide which components to include, but remember that receptions have associated costs and can be time-consuming to plan.
- All VIP guests receive **wristbands** as an identifier for any value-added components of their ticket.
- You can **work with box office to set the location of these VIP seats**, which is typically in the front center, but can be expanded based on anticipated sales and/or desired seating locations.
- For general admission shows offering VIP seating, the VIP section must be reserved. See below for layout examples. Additionally, because house staff is required to monitor the divide between the VIP section and general admission areas, **Event Services charges a fee to cover the cost of additional ushers** (\$45-per-hour, which covers four ushers).
- Other producers offering general admission seating simply use the VIP seating section as the benefit in itself, by charging a higher rate for a reserved seat near the stage.

VIP Front Rows (Reserved/GA split):

VIP Center Only (Reserved/GA split):



Pricing Your Event:

- There are many factors to consider when deciding on ticket price—it is the first marketing decision you make!
- When determining a base price, you should consider and try to find a balance between the following:
 - What is your past pricing history? What are your patrons used to paying?

- Who are your target ticket buyers? What are their price sensitivities?
 - How are similar events priced in the marketplace?
 - Do you have a headliner that could command an increased ticket price? What do tickets for the headliner usually sell for?
 - Taking into consideration other earned and/or contributed revenue (e.g. sponsorships, donations), what of your show budget do you need to cover with ticket revenue?
- You should also consider the Ford’s pricing history (below), as these ranges and averages represent the rates familiar to Ford patrons.

Genre	Adult Ticket Range	Average Adult Price	Highest Price (VIP)	Typically GA or Reserved
Dance- Hip-hop	\$20-30	\$25	\$50	GA
Dance- Modern/Classical	\$15-70	\$40	\$100	Reserved
Dance- World	\$15-40	\$30	\$65	Varies
Film	\$15-20	\$18	\$50	GA
Literary Arts/Spoken Word	\$15-60	\$40	\$70	Varies
Multidisciplinary	\$15-52	\$35	\$75	Varies
Music- Choral/Opera	\$25-95	\$40	\$125	Reserved
Music- Rock/Pop/Acoustic	\$20-50	\$25	\$150	GA
Music- Symphony/Jazz	\$25-80	\$40	\$100	Reserved
Music- World	\$20-60	\$35	\$75	Varies
Theatre/Musical/Cabaret	\$25-90	\$40	\$125	Reserved

- **Stay Accessible if Possible:** Try to keep entry-level ticket prices low for the general public. The average adult price at the Ford hovers around \$35. Use a VIP or tiered option to increase revenue.
- **Consider the Facility Fee:** Beginning in 2016, a \$2.50-per-ticket facility fee will be added to the price of every ticket, embedded in the price. For example, if you set your rate at \$17.50, the patron will see a price of \$20. Facility Fee details will be noted on the Ford’s website.
- **Round Your Prices:** Whole number pricing (such as \$23 vs. \$22.50) is easier to convey in promotional materials and speeds up day-of-event Box Office operations when patrons pay in cash.
- **Tiered Pricing:** When choosing reserved seating, please keep the price differential between sections reasonable (\$10-20). Too low a difference (e.g. \$5) and a patron doesn’t see the comparative value of pricing tiers. Too high a jump (\$25+) and your highest price may scare people away.
- **Budget at 50%:** Average attendance for summer events is 50%-60% of capacity, so we recommend budgeting for 600 seats sold, as opposed to the full 1,200.

QUESTIONS? Please contact Jessie Towers, Box Office Manager (jtowers@arts.lacounty.gov, 323.769.2147) or Ann Jensen, Assistant Box Office Manager (ajensen@arts.lacounty.gov, 323.856.5788).