



CONSIGNMENT TICKETS

Covering the costs of an event can be challenging. **Consignment**—or selling a portion of your ticket inventory yourself— is an *optional* way to gain some revenue upfront to cover early costs while simultaneously helping to fill your seats and directly reach your core audience.

Procedure:

1. Sell tickets solely through online ticketing system, the same way a ticket seller sells in box office
 - Account built for each consignee in **TICKETSage**, the Ford’s web-based ticketing system
 - Accessible on any device with internet connection (larger screens, tablets and computers, are preferable for seeing the seating map, but works on phones too)
 - You will only be able to see and sell to your event
2. Consignment tickets are issued via email or held in Will Call
 - Hard stock tickets not issued for consignment. This means fewer trips to the box office to trade tickets out for different price points or seat locations. The online portal allows you to select different buyer types (ex: regular, child) and add discount codes directly in the system as you place the order.

Pricing and Fees:

1. You are not charged for consignment upfront.
 - For credit card payments: the value of any consignment tickets you sell, including Facility/Programming fee, will be deducted from your settlement since you will have already received the revenue
 - Cash/check payments: you keep the money upfront
 - Your licensing fee will also be charged on the base value of consignment tickets (not including Facility/Programming fee).
2. No printing fees associated with consignment quantities because hard stock tickets will not be printed in most cases
3. Consignment tickets must be sold at the full list price, unless a discount code is used as a promotional tool (ex: “Buy from me today and save 20%!”). **It is not permissible to charge more for a ticket than the list price.**
4. Consignment tickets include the embedded \$4.00 Facility/Programming fee in the full price, just like all tickets sold by the box office.
5. There are no convenience fees for consignment sales

Consignment Holds:

1. Reward your loyal buyers with premium seat locations in each pricing tier
2. You may request to hold up to 150 seats at a time for consignment purposes (not to exceed 50% of any pricing tier)
 - Hold requests must be set up by box office managers
 - Holds will be coded “consignment” and are reserved for consignee sales only
 - You may sell to both your consignment holds *and* any open seats in the house
 - As your held seats sell, more holds may be placed, if desired, never to total 150 held and unsold at any given time.

3. Unless written permission is given in advance, **any unsold consignment holds will be released 14 days (2 weeks) before your event**, at which time you will still have the ability to sell open seats.

Payment Methods:

1. Cash/check: you collect and keep advance revenue to cover costs
 - By selecting the 'Consignment' payment method in TICKETSage, you are acknowledging you have received either cash or check for the value of the order.
2. Credit card: deducted from settlement
 - May only be taken via TICKETSage, which processes all payment through an LA County-approved payment gateway and deposits funds in the County merchant account
 - By selecting the 'Credit Card' payment method in TICKETSage, you will be processing to this account. **It is a violation of County policy to accept credit card payment for consignment tickets through other ticketing systems, such as PayPal, Square, etc.**
3. You are solely responsible for the sale and distribution of consignment tickets, as well as for any monies collected. The Ford will not collect consignment monies (cash or check) on consignee's behalf.
4. In the case of an event cancellation, patrons seeking refunds or exchanges for consignment tickets will be directed to the event producer.

Next Steps:

1. Let box office know if you are interested in selling tickets on consignment
 - All required box office forms must be complete in order to sell on consignment
2. Sign and return Consignment Agreement Form
3. Receive personalized seating chart from box office
4. Send consignment hold requests to box office using your seating chart
5. Set up consignment training with box office managers
 - Receive your personalized TICKETSage login information at training
6. Sell consignment tickets online via TICKETSage!

QUESTIONS?

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