



TICKET DISCOUNTS: REQUIRED & CUSTOMIZABLE

Discounts are an important part of your sales toolkit—they encourage bulk purchases, reward target segments, keep tickets accessible, and help fill seats that might otherwise go empty. In order for the Ford to create and market a cohesive season, a certain number of discounts are required. There are also opportunities for you to set your own discounts. Please keep in mind all discounts are made on the base price you set on your Ticket Setup Form.

Required Discounts:

- **Season Subscription:** All partners are included as part of the Ford’s subscription program, through which patrons who order **three or more events** in a single transaction receive **20% off each ticket**. (No additional discounts on child/student rates.)
- **Group Sales:** All partners are included as part of the Ford’s group sales initiative, through which patrons who order **10 or more tickets to one performance** in a single transaction receive **10% off each ticket** and pay a flat \$10 handling fee. (No additional discounts on child/student rates.)
- **Membership Discount:** The Ford creates a number of discount codes good for **up to 20% off each ticket** for all partners, which are used when opportunities arise to promote the season to membership groups (e.g. Metro, Chamber of Commerce, Yelp.com, employee groups, etc.) in exchange for promotion. (No additional discounts on child/student rates.)
- **Donor Discount:** Ford Theatre Foundation donors at the **\$250 level or higher** are offered **20% off tickets**. (No additional discounts on child/student/rush rates.)

Optional:

- **Child Price(s):** Age 12 and under. *Children ages two and under may lap sit and do not require a ticket.*
- **Student Price(s):** For all ages with valid student ID. (Available only in person.)
 - To keep student and child pricing accessible, we ask that these rates be at least 20% off your base adult price. For reserved seating, you may create three rates or one flat rate.

Customizable Discounts:

- Producers may create **customized discount codes**, which can be used online and over the phone. All codes are tracked in box office sales reports. Ideas for using discount codes include:
 - Reward groups of interest to your organization (e.g. friends and family, fan club)
 - Do a flash sale on social media (e.g. “For 24 hours only, use code FLASH for 50% off!”)
 - Offer a discount on consigned tickets (e.g. “Buy from me today and get \$5 off”)
- Producers can customize the code word or phrase (e.g. CELEBRATE) and discount type (e.g. 10% off, \$10 off) and include optional expiration dates.
- Discounts added to your **Ticket Setup Form** will be ready when single tickets go on sale. To add discounts at a later date, submit your request in writing (email) to the box office and allow at least **two days (48 hours)** for approval and activation.

QUESTIONS? Please contact Ann Jensen, Box Office Manager (ajensen@ford.lacounty.gov, 323.856.5788).