



GROUP SALES & MEMBERSHIP DISCOUNTS

Group Sales are a great way to fill the house quickly. Because people like to socialize, group sales provide an incentive for people to bring a group of friends by offering them a discount.

Group Sales Discounts:

- Groups of **10 or more** receive **10% off** each ticket and are charged a flat **\$10 handling fee** for the order rather than standard \$4-per-ticket handling fee (a \$30 savings in fees alone).
- The \$4.00 Facility/Programming fee is included in the group ticket price, as with all paid tickets. Child tickets may count toward the group total quantity, but will not be further discounted. Student tickets may also count toward the group total but must be purchased in person.

Group Sales

Because traditional group sales require purchasing 10 or more tickets at one time, they require a group leader to orchestrate and purchase.

Group sales strategy:

- **The Ford** has established relationships with local organizations and businesses, is familiar with their interests and will make show suggestions. The box office will also process group sales requests from individual patrons.
- **Partners** are encouraged to include group sales as part of your marketing and sales strategy—brainstorm and leverage your own organizational and business connections. Groups are much more likely to respond when the request is coming from someone they know.
 1. **Brainstorm & Research:** Does anyone on the creative team work with or have personal connections to any local groups (leadership, professional, social, educational, volunteer and religious networks)? Do your board members, staff or key volunteers have connections in the community or to other organizations? Do you work with or provide services to groups during the year such as senior homes or youth groups? Once you've made a list, determine who would be the best person from your team or board to contact these group leaders.
 2. **Solicit:** Call, email or visit these groups to see if they'd be interested. Email your existing group sales database, if you have one. Patrons interested in group sales can either (a) call the Box Office (323.461.3673) to arrange tickets or (b) buy group tickets online. *TIP: Arrange for a person with connections to the group to make the initial solicitation.*
 3. **Use Our Resources:** We've put together a flyer template for you to promote your event to potential group leaders— just fill in your event information and pass it along.

Membership Discounts

While the Ford will continue to offer a group sales rate for purchases of 10 or more tickets at once, overall trends in the ticketing industry are showing that fewer people want to function as a group leader due to the risk and work involved in collecting payment from multiple people. Many arts organizations have shifted focus to a membership discount model in which they offer a tailored discount code in exchange for free event promotion. By establishing a relationship with an organization that has a large employee or email database, the organization can promote your event with a discount code in either their employee newsletters or their email blasts. The Ford already does this with partners and sponsors (e.g. LA County departments, Yelp, KCRW, Metro), and builds membership discounts ranging from 10-20% off membership discount on your behalf.

If there are any organizations or institutions (e.g. service organizations, arts organizations, local businesses) you have relationships with that you want to create a membership discount for, just let us know, and we will build a membership discount code. *TIP: We recommend doing this with larger organizations where you get more bang for your discount.*

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