



## PRODUCER TICKET HOLDS

In addition to the 32 seats held by the County and the 20 held for media use, you are permitted to place producer holds for complimentary and consignment tickets, both of which are **optional**. Please familiarize yourself with the number of seats you may hold in each tier. You will be asked to confirm your seat hold locations after viewing and approving your ticketing page.

### ➤ Complimentary Tickets

- Producer Comp holds will be **limited to 150 per event**.
- This number is based on the average number of comp tickets issued by producers in past seasons and should meet the complimentary tickets needs of most producers.
- We encourage you to recognize the value of your tickets and offer comp tickets selectively. Certain stakeholders or interest groups can often be offered specialized discount codes rather than comps.

### ➤ Consignment Tickets

- Consignment is a completely optional feature of the partnership program. If you wish to sell your own tickets, please inform the box office.
- There will be a separate hold for Producer Consignment tickets.
- Consignment tickets will also be **limited to 150 holds at one time**. As consignment tickets sell, you may place additional tickets on hold.
- Consignment tickets are sold online via our ticketing system. For more information, see the Artist Workbook.

### ➤ Holds by Tier

- The box office needs to retain approximately 50% of the inventory in each tier
- For those selling consignment, as tickets sell, total holds may be adjusted based on demand with approval from the box office.

### ➤ Reserved Seat Events

- You will be asked to complete our [Producer Holds](#) document to select which seats you want to hold for comps and consignment prior to when tickets go on sale to the public.
- When choosing locations for producer holds, please be mindful that most comps will be redeemed in even numbers.

**QUESTIONS?** Please contact Ann Jensen, Box Office Manager ([ajensen@ford.lacounty.gov](mailto:ajensen@ford.lacounty.gov), 323.856.5788).