



SECONDARY TICKETING

On average, our summer events sell between 600-900 tickets for each show, leaving roughly **25-50% of the house unsold**. Think of the additional income you could generate!

Secondary ticketing agencies are websites and email membership services that help reach audiences that wouldn't normally attend your event, typically by offering a sizeable discount. This is one of many ways to help fill those unsold seats.

There are a number of secondary ticketing sites on the market. The Ford Theatres work primarily with **Goldstar** as it typically provides the most benefits for the producer. The box office will list tickets and process orders for Will Call. Secondary tickets will be seated at box office staff's discretion so as not to interfere with any full price sales.

If you are interested in other secondary agencies, please discuss with the Box Office Manager in advance to ensure cooperation with our ticketing system and policies.



Goldstar (www.goldstar.com) is a **free** membership and email service that promotes discounted entertainment activities to a diverse membership base. Their goal is to bring **new audience members** to venue partners. Their membership base is large and likes to try new things:

- **Reach:** 660,000 members in L.A.
- **Young:** 2/3 are under 45
- **Curious:** 84% use it to learn about things to do.
- **Eclectic:** Members like to sample different things.
- **Connected:** Members network through social media.

Shows are listed and searchable on the website and may also be featured in Goldstar weekly emails. The most popular events are flagged or featured for extra attention. Goldstar sends both overall weekly features—typically including one email in early summer that is dedicated solely to the Ford—and customized emails based on subscriber genre preferences.

The monetary details:

- It's free to list your show.
- The average number of tickets listed is 100, but we can list fewer.
- Your tickets are offered at a 50% discount, which is visible on the site.
- Goldstar adds patron fees and a 10% credit card processing fee to cover their services.
- You keep 40% of the full ticket price for each ticket sold.
- You pay your standard licensing percentage on the total dollar value sold (40%).
- The box office receives a Will Call list (names only, no contact data) from Goldstar.

You are welcome to explore Goldstar’s website to learn more: visit www.goldstar.com. You will need to build an account for yourself to become a member, but it’s free to join.

Frequently Asked Questions

We highly recommend this opportunity to move unsold inventory and reach new audiences. However, these resources also need to be used judiciously and we realize there is often confusion surrounding when and how to use secondary ticketing sites. Here are some answers to commonly asked questions:

- **How do I list?** The Ford has an account and will post your event for you and process sales via our ticketing system. Box office staff will reach out to you when it’s time to list, but when we do it’s best to already have some familiarity with the sites so you can move quickly if needed.
- **When should I list?** Goldstar recommends listing at least three to six weeks before the event and cannot list less than a week before a show. Strategies include:
 - **Advance Sales:** An early presence using a small amount of inventory, months before your event, adding impact to your campaign launch, and often resulting in a “sold out” message that increases demand.
 - **Sustained exposure:** Continuing to list small amounts of tickets at a time to enhance your full price campaign.
 - **Late-yield increase:** Using secondary sites to liquidate last-minute inventory (three-four weeks prior to event). We try to do this sparingly.
- **Will I be tying up inventory?** No. We have complete control over your inventory. Once we decide on the initial quantity, you can add or subtract based on sales patterns.
- **Will the market think we’re (“Shh...”) discounting?** They might, and it’s definitely a balance. The discount price is listed on Goldstar. However, the goal is to reach buyers that might not have known about your show or organization before seeing the listing. Though these buyers are adventuresome, they are often price sensitive, so discounts are often the best way to reach them. And, because your artists or genre may be unfamiliar to them, a discounted price lowers the risk.
- **Will I be undercutting full price sales?** There may be some buyers that would normally buy full price that will buy secondary tickets instead. However, 84% of Goldstar buyers are trying to find new things to do, so your outreach to *new* buyers who might not otherwise have known about your show will far outweigh any full price sales that become discounted sales. Also know, that although we may not like it, organizations like Goldstar have become so popular that for some people, that’s the only way they purchase tickets to events.
- **Will I be losing money?** You may lose out on a few patrons that may have bought full price, but you’ll actually be losing far more money if you let seats go unsold. Secondary ticketing is designed to primarily reach patrons you might not have reached at all. Plus, sales on secondary sites frequently lead to increased full-price sales if your event is popular and sells out of discounted inventory.
- **Will loyal patrons be unhappy to learn that we’re selling discounted tickets?** Your loyal patrons care about more than just price — their relationship with your organization, prime seating location, VIP perks and more. Secondary ticketing inventory is typically not in the premium seating areas. Plus, secondary ticket buyers may end up becoming loyal patrons of the organizations if they discover something they love.

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