

Ford Theatres Ticket Setup Form

You must save a copy of this form onto your computer before filling it out to retain the information you input when saving. Adobe Reader software is required to fill out the form. A free version is available [here](#). (Please note: using Preview for Mac OS has caused errors for many users; please use Adobe instead). **Email as an attachment to boxoffice@ford.lacounty.gov by February 7.**

Ticketing Representative and Reporting

Producer/Producing Company

Box Office Liaison

This person will receive all box office reports, request and authorize discounts and be the go-to for any ticketing related questions.

Name	Phone	Email

Additional Sales Report Recipients (Optional)

Up to 4 additional contacts may be copied on box office sales reports (sent weekly, then daily week of event).

Contacts listed here will not be permitted to change pricing or authorize discounts.

Name	Email	Name	Email

Event Information

Performance Date

Start Time

Intermission Start/End Time

End Time

Pricing & Seating Layout

Please note: The Base Price is the dollar value on which your revenue and licensing fees are based. (Click [here](#) for a glossary of common ticketing terms). All discounts are calculated on the Base Price. A \$4.00 Facility/Programming Fee, retained by the Ford, will be added to the base price in order to constitute the full, advertised ticket price.

For example, if you want your tickets to be sold at \$35 to the public, your Base Price is \$31.00 + \$4.00 Ford Facility/Programming Fee. The price the customer sees is the full price of \$35.00.

Reserved Seating:

	Tier 1 (highest price)	Tier 2	Tier 3 (lowest price)
Base Price			
Facility/Prog. Fee	+ \$4.00	+ 4.00	+ \$4.00
Full Price			

VIP Pricing (Optional): If you're interested in offering a VIP package, please contact Ann Jensen, Box Office Manager (ajensen@ford.lacounty.gov, 323.856.5788) to discuss available options.

Discounts

Required Discounts: The following discounts will be automatically built by the box office. All discounts are based on the base price. Please review [Discounts - Required & Customizable](#) in the Artist Workbook for more information.

Subscription Rate: 20% off
Group Sales: 10% off

Membership Discounts: up to 20% off
Ford Theatre Foundation Donor Discount: 20% off

Optional Discounts: Please check any options you wish to offer and include pricing below. For more information on student, child, and rush tickets, please review [Discounts - Required & Customizable](#) in the Artist Workbook.

Child Discount: Ages 12 and under (ages 2 and under are free).

	Child Price - Flat Rate	OR	Child Price - Varied by Tier: Tier 1/Tier 2/Tier 3	
Base Price				
Facility/Prog. Fee	+ \$4.00		+ 4.00	+ \$4.00
Full Price				

Student Discount: Must present valid student ID; available for sale in person only.

	Student Price - Flat Rate	OR	Student Price - Varied by Tier: Tier 1/Tier 2/Tier 3	
Base Price				
Facility/Prog. Fee	+ \$4.00		+ 4.00	+ \$4.00
Full Price				

Customizable Discounts: Please specify any additional discounts you wish to offer. Include the code you would like to use, and the dollar value or percentage to deduct. If you're not sure yet, discount codes can be activated at a later date.

Code Word/Phrase	Discount Type	Amount Discounted	Purpose/Description

