



REQUIRED SEAT HOLDS FOR COUNTY & MEDIA USE

The Ford Theatres holds 32 seats for each performance for use by LA County staff and VIPs, and 20 seats for the press. All final sales reports will indicate the number and type of comps issued for these held seats.

County Holds:

- As outlined in your contract, the Ford holds 32 seats for each event for LA County use.
- A number of constituencies are offered complimentary tickets for Ford events, including Ford staff, LA County Board of Supervisors and Executive Office staff, and LA County department heads and senior staff.
- Occasionally, as an act of goodwill and promotion, the box office offers a limited number of complimentary tickets to charities for silent auctions and benefits. When issued, these tickets will also come out of this allotment of 32.
- If for any reason all 32 holds are not used, they will be released for sale.
- If more than 32 spots are requested, and it is evident the show will not sell out, the box office will contact you to determine if you would like to offer more complimentary tickets.
- We will never issue more than the agreed upon holds if a show is expected to sell out.

Media Holds:

- As outlined in your contract, the Ford holds 20 seats for each event for use by press and media.
- These holds can be used for media secured by your publicist or for press requests received by the communications department.
- These holds are also sometimes used to fulfill trade agreements with our media sponsors.

Holds Location:

- Please see the [Map- County & Media Holds](#) in the Box Office section of the Artist Workbook for seating details.

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