



2018 Ford Theatres

Artists Partnership Program

Day of Show Guidelines



Day of Show
Guidelines

Arrival

Departure

Know Before
You Go

About the Ford

John Anson Ford Theatres
2580 Cahuenga Blvd East
Hollywood, CA 90068

www.fordtheatres.org

Dear Artist Partnership Program Participant,

Welcome to the Ford Theatres. The following guidelines are to ensure that your event runs as smoothly as possible. **Read the information carefully.** Familiarize yourself with the Ford's policies and procedures and be sure to communicate the information to your artists, staff and volunteers. If you have questions about any of the information enclosed please call our administrative offices and Ford staff will be happy to support.

Sincerely,

Ford Theatres Staff



ARRIVAL

FORD THEATRES are located at 2580 Cahuenga Blvd East, Hollywood, CA 90068.

DIRECTIONS BY CAR

From the South: Take 101 Freeway North, exit at Cahuenga Boulevard, turn right and follow Ford signs into the Ford Theatres parking lot entrance.

From the North: Take 101 Freeway South, take Exit X toward Lankershim Blvd. Turn left onto Cahuenga Blvd. Turn left onto Pilgrimage Bridge and go straight through the light into the Ford Theatres parking lot entrance.

Ford Theatres
2580 Cahuenga Blvd. E
Los Angeles, CA 90068
Company Load In:
1. Enter lot

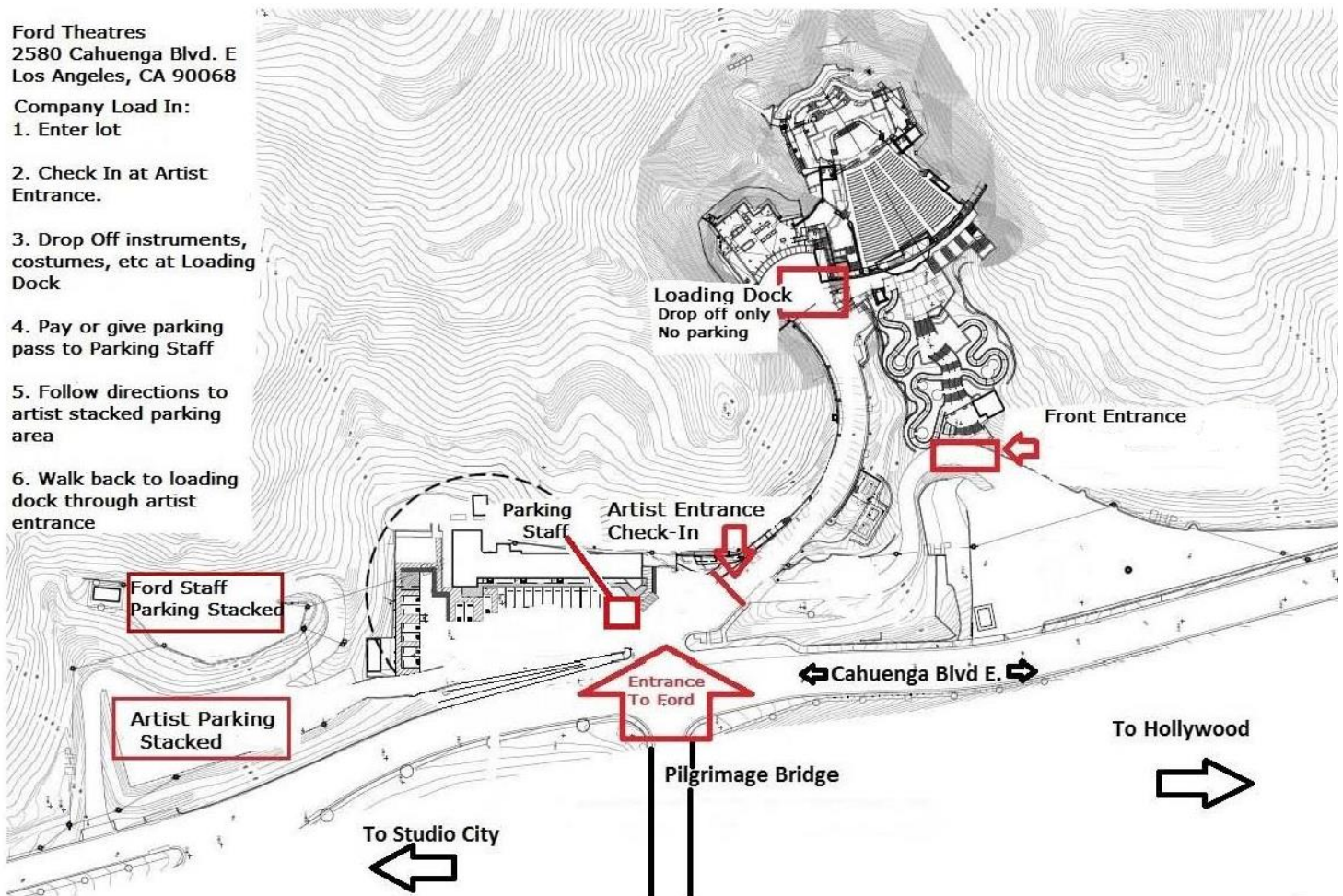
2. Check In at Artist Entrance.

3. Drop Off instruments, costumes, etc at Loading Dock

4. Pay or give parking pass to Parking Staff

5. Follow directions to artist stacked parking area

6. Walk back to loading dock through artist entrance



PARKING

COMPLIMENTARY PARKING PASSES

- 15 complimentary parking passes are given to your event producer at your 30-day out meeting
 - The Producer must **distribute the 15 complimentary artist parking passes BEFORE the day of show** or have a designated person from your team in the Ford's parking lot to distribute passes as drivers enter the parking lot day of show.
- **Additional artists parking passes** may be purchased from box office in advance (\$7 each) and must also be distributed before day of show.
- Artist parking is **stacked**. Onsite parking is **very** limited. We recommend coordinated carpools, ride shares, bus transportation, etc., when possible.

WHEN YOU ARRIVE TO PARK

Artists, Crew, Staff, Volunteers, etc.

- Enter the parking lot at Cahuenga Blvd East and Pilgrimage Bridge
- You will be greeted by a Ford staff. Each driver must have parking pass, or pay \$7 cash to the parking attendant upon entering.
- You will be directed to park in designated **ARTIST PARKING**, left of the north parking lot entrance.
- Follow signs to the **ARTIST ENTRANCE** after parking.
- Check in with attendant at bottom of loading dock, walk up loading dock road, follow signs to backstage areas.
- If you need access to the loading dock to drop materials, enter north parking lot at Cahuenga Blvd East and Pilgrimage Bridge and alert parking attendant. Turn right and check in with attendant at bottom of loading dock. Drive up loading dock road when instructed, unload as quickly as possible, then move car to designated **ARTIST PARKING**. Vehicles cannot stay at top of loading dock for extended periods.

LOADING DOCK & ARTIST ENTRANCE

Loading dock is located at the top of the loading dock road and provides access to stage. Artist Entrance is also located at the top of the loading dock road and provides access to dressing rooms and green room.

Access will only be permitted to those on Venue Access & Comp List. No guests or last-minute additions permitted. **IMPORTANT!** You will not have access to the loading dock or artist entrance until your Ford Theatres scheduled arrival time.

OTHER IMPORTANT INFORMATION

- **No front gate access will be permitted during load in.** Gates open two hours before the show.
- **Assign one member of your team to be available at the Loading Dock throughout load-in** to handle logistics, wayfinding, troubleshooting, etc.
- **Authorized vehicles** must be scheduled in advance with the Ford Theatres Production Manager to unload or load in the dock. Only **three** vehicles are permitted at top of loading dock at one time. Vehicles cannot stay at top of loading dock for extended periods. Vehicles must clear before show starts.
- Crew, caterers, etc. with a lot of equipment must be prepared to unload at loading dock in a timely manner, move vehicle to designated artist parking and return to set up.

DAY OF SHOW VENUE ACCESS

ANYONE who requires access to the venue on the day of show must be on your official **Venue Access & Comp List** (due 48 hours before your show). All Ford Event Services staff will be supplied with the Venue Access & Comp List, and **color-coded wristbands** will be issued at ALL theater access points (i.e., Front Gate, Loading Dock, Artist Entrance). All bags will be checked upon entering the facilities.

Those requiring Early Venue Access will check in at the bottom of the loading dock and receive a color-coded wristband. Press, photographers and those with comp tickets and greenroom access (no Early Venue Access) will pick up tickets at Will Call.

Backstage wristbands do not allow entry into the house. A ticket is required in addition to a backstage wristband for all artists and crew who wish to view all or part of the performance in the Ford Amphitheatre seating areas. Ticket requests must be indicated on Venue Access & Comp List.

Your Venue Access & Comp List should include:

- Producer, artists, staff & crew
- Vendors, sponsors, staff & volunteers
- Backstage & Greenroom guests and family
- Media & Video staff

PRESS AND PHOTO/VIDEO

Press and Photographers/Videographers must be listed by name on the Venue Access & Comp List. Please indicate whether they are ticketed (reviewers and feature writers) or need a photo/video wristband.

There are up to five non-stacked parking spots available for press in attendance. They should only be used for VIP press, your publicist and any TV crews who are covering the first part of the show and who will need to leave early. Please make sure to indicate on the Venue Comp & Access list who needs non-stacked parking. Other press, photographers and video crews can be given complimentary parking but they will be stacked parked. Make sure your publicist communicates this to the press in attendance.

No early venue access is permitted for media.

If you have photographers and/or video crews in attendance for taking **archival photography and video**, they need to be on the Venue Access and Comp List. Photographers and video crews can only shoot from designated spots in the house and should be escorted there by your publicist or someone on your staff. Please make yourself familiar with the Ford's Photo/Video Guidelines, found in the [Artist Workbook](#). Be sure to share the guidelines with photographers and video crews.

If you have more than two cameras for your archival shoot, a Ford production crew person will be assigned to coordinate, at your cost.

If media are in attendance for your show, you are required to assign a press representative or publicist to:

- Greet press at the front gate
- Distribute press packets
- Escort photographers and TV crews to the designated place in the house

For more information please review the [Ford Photo and Video Guidelines](#)

GREEN ROOM & DRESSING ROOMS

- **All dressing room/green room amenities and artist/crew needs are your responsibility.** You are responsible for providing any backstage hospitality and catering for you, artists, staff, band or crew members.
- Water, food, drinks, utensils, all artist requests, etc. must be loaded in and out from the Loading Dock. The Ford does not have supplies or staff to assist with set up or break down.
- If you anticipate needing more space than what is available backstage, discuss in advance with Event Services. The multi-purpose room is not immediately available for artist and crew needs.
- If necessary, assign a member of your team to address artist needs. (i.e., flower and gift deliveries, food deliveries, wayfinding, troubleshooting, etc.) The Ford does not have staff to assist with artist/green room/dressing room needs.

DRESSING ROOM, BACKSTAGE AND GREENROOM ETIQUETTE

Be respectful of the space. Please keep the green room, dressing rooms, restrooms and hallways tidy and organized. Please keep your voice and laughter down when backstage, in green rooms and dressing rooms because voices carry to the stage.

The Ford Theatres is located on a Los Angeles County Park, therefore **smoking is not permitted anywhere on the Ford Theatres premises.** This includes e-cigarettes and vape pens. Smoking is permitted on Cahuenga Blvd sidewalks only.

PROGRAMS

Printed programs must be delivered to the Ford Theatres Administrative Offices (M-F 9am to 5pm) to the attention of Bill Berry at least **48 hours prior to your show**. Email wberry@ford.lacounty.gov to confirm your programs have been delivered.

CHECK-IN

On the day of your show, make sure you check in with the Box Office Manager and House Manager at least two hours prior to gates opening to confirm that all tickets, Venue Access & Comp List, backstage requests, press comps, photography and video requests have been received. Box Office will not accept any donations or deliveries on your behalf.

BOX OFFICE LIASON

Producer or a team member must be available on the day of your show to help troubleshoot box office concerns, etc. (e.g. comp ticket issues.) If your audience would prefer to communicate at the box office window in a language other than English, please assign someone from your team who can support two hours prior to your show time until the box office closes.



EDISON PLAZA

- If you plan to use Edison Plaza for your event, including merchandise sales, receptions, decorations, technical elements, etc., all setup must be complete and ready for your event at least **two hours before show, when gates open**.
- All plaza activities, materials and equipment must be requested at least one week in advance through **Event Services**. Last-minute requests (tables, chairs) cannot be guaranteed.
- Each person who needs early plaza access to set up (merchandise, sponsors, receptions, etc.) must be listed individually with **PLAZA access on your [Access & Comp List](#) and load in through the Loading Dock**. No front gate access will be permitted.
- You must provide enough staff to **complete setup on your own**. A Ford **House Manager** will be available on the day of your show to answer questions and help coordinate logistics related to plaza setups.

- All plaza items must load-in through Loading Dock. **Front gate load-in is not permitted.**
- You must provide staff and/or volunteers to complete set up and close down on your event.

MERCHANDISE

- **You are responsible for setting up, selling and taking down your own merchandise. A \$150 buy-out will be taken out of your settlement**
- If you plan to sell merchandise, please plan in advance with Event Services. We cannot accommodate last-minute merchandise setup. House Management can supply up to two 8-foot tables and four chairs on Edison Plaza. We do not provide table cloths or any other materials.
- You may bring table cloths, decorations, etc. Use of extra power and special lighting must be approved in advance. **All setup must be complete and ready to sell when gates open**, two hours before curtain.
- There is limited Wi-Fi on Edison Plaza, and cell phone service can be spotty depending on your service provider. If you plan to do credit card sales, **you must provide your own Wi-Fi hotspot (or other device with Wi-Fi) and card charging capabilities.**

FOR YOUR GENERAL KNOWLEDGE

- **Front Gates** opens two hours before show time
- **House doors** open 90 minutes before show time
- **Box Office** opens two hours before show time and closes one hour after show starts. Latecomers with Will Call tickets can pick them up from the front gate ushers. Tickets cannot be purchased after box office closes.

DEPARTURE

CONGRATULATIONS! YOUR SHOW IS COMPLETE!

The Amphitheatre and Edison Plaza will be cleared of audience members by Ford staff 30 mins after the show ends. Please ensure that your team and artists do not linger on the plaza past this point. Post show meet and greets on stage are not permitted.

YOUR POST SHOW PARTY!

No post-show events are permitted due to the Ford's stacked parking. Ensure that your team understands this policy. If you anticipate the need for a post-show gathering (to celebrate your accomplishment!), we recommend that you **plan a post-show event at a separate venue** and advertise accordingly.

POST SHOW BACKSTAGE AND GREENROOM ACCESS

Green room guest access will not be permitted after the show, even if they are listed on the Venue Access & Comp List. (Green room guests are allowed pre-show and during the show.) All guests and artists will be cleared of the Green room, dressing rooms and backstage 45 min after the show. **Ensure that you communicate this policy in advance so that your team understands.**

BACKSTAGE CONDITION

Leave the backstage areas (green room, dressing rooms, restrooms and hallways) in a clean, neat and ready state, the same as when arrived. Rubbish and debris is to be removed from all backstage areas and placed in the trash receptacles. If the trash bins are full, please notify a Ford staff for removal.

The Ford Theatres Stage Supervisor will perform a walkthrough with Partner at load-in and again following the event to evaluate the condition of the backstage areas. Partners will be charged a minimum cleaning fee of \$350.00 if Ford Theatres staff determines that the premises are not left in a good and clean condition.

LOAD OUT

Ensure that load out takes place quickly and efficiently. Remember that no more than three cars can be at the top of the Loading Dock at one time for load-out. **If you anticipate that your load out will take extra time or Ford staff support, please plan with Production and Event Services in advance.**





DAY OF SHOW PRODUCER CHECKLIST

PRE-EVENT

- ✓ Have you sent your completed Venue Access & Comp List to the below Ford staff?
(Due 48 hours before show, later changes cannot be guaranteed.)
 - boxoffice@ford.lacounty.gov
 - communications@ford.lacounty.gov
 - wberry@ford.lacounty.gov
- ✓ Have you dropped program inserts off at the **Loading Dock**?
- ✓ Have you distributed your 15 artist parking passes? Have you bought and distributed any additional passes @ \$7 per car?
- ✓ Have you communicated ARRIVAL, PARKING AND LOAD-IN/LOAD-OUT instructions to your team?
- ✓ Have you assigned a team member to the loading dock, front gate, Press/Photography/Video and green room as necessary?

IMPORTANT REMINDERS

LOAD IN

- ✓ Oversee smooth load-in process and/or assign team member to do so
- ✓ Check in with Box Office and House Manager
- ✓ Complete plaza set up at least two hours before show

VENUE OPENING

- ✓ Front gate opens two hours before show
- ✓ House doors open 90 minutes before show
- ✓ Box office closes one hour after show starts (no late ticket sales)

VENUE CLOSING

- ✓ Ensure your team knows and understands post-show procedures.
- ✓ Oversee smooth clearing of house, Edison Plaza and load-out process and/or assign team member to execute.

KNOW BEFORE YOU GO

This information will be sent to your patrons and ticket buyers prior to the event. Please make sure you read this information carefully to insure you understand the General Public communication. Feel free to send this information to your artists for general information about the Ford.

5 WAYS TO GET TO THE FORD.

<h3>Metro</h3> <p>FREE shuttle at Universal City/ Studio City Metro stop.</p>  <p>1</p>	<h3>Park Off-site</h3> <p>NONSTACKED parking at 3330 Cahuenga Boulevard West Cost: \$14</p> <p>FREE shuttle to the Ford. No reservations needed.</p>  <p>2</p>	<h3>Ride Share</h3> <p>Let Uber® and Lyft® get you to the Ford on time!</p>  <p>3</p>	<h3>Park Onsite</h3> <p>Parking at the Ford is limited and stacked. Cost: \$12</p> <p>Carpool & save \$5!*</p>  <p>4</p>	<h3>Bus</h3> <p>MTA bus lines #156 and #222</p> <p>More info: 1-323-GO-METRO or metro.net</p>  <p>5</p>
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Go to FordTheatres.org/visit or call 323.461.3673 for more info.

*Excluding third-party Lease Events.

Please visit our website for more info on [parking options](#), [maps](#), [onsite dining](#), and more!

Ford shuttles run before and after the show to transport patrons to and from the venue. While shuttles make rounds to pick up late arrivals, they do not run throughout the show.

A few things to note:

- Ford shuttles run before and after the show to transport patrons to and from the venue. While shuttles make rounds to pick up late arrivals, they do not run throughout the show.
- The Ford is an outdoor amphitheatre located in a County park. Temperatures may drop once the sun goes down.
- Bringing hard alcohol is prohibited--bag checks will be conducted at the entrance.
- The Ford Theatres is a smoke-free facility.
- Visit our [website](#) for more info on getting here, theatre policies and more!

Picking up tickets: The box office opens two hours before show. Doors to the amphitheatre open 90 minutes before show.

Print at Home Tickets: At this time, our ticket scanners are unable to scan tickets on mobile phones. If you selected Print at Home, please print your tickets and bring them with you.

Photography: Snap away! But hold the flash, please. #ThePlaceToBe @Fordtheatres

Professional photography and video or sound recording is prohibited without advance written permission.

Foodies @ the Ford: Bring your own picnic, or pick up from our Grab & Go Market or the Ford Terrace Café. Dine in our entryway gardens, on The Zev or in your seat.

Your friends at the Ford

ABOUT THE FORD

THE FORD THEATRES BRING PEOPLE TOGETHER FOR TRANSFORMATIVE ARTS EXPERIENCES THAT INSPIRE, EMPOWER AND IGNITE CULTURAL EXCHANGE.

Recognizing that active participation by all communities in Los Angeles County's cultural life is integral to building a society where all people have a voice, the Ford Theatres embrace the following guiding principles:

- The creative and cultural expression of all people of the region is of equal value
- Programming that illuminates the complex diversity of the region sparks curiosity and dialogue and opens pathways to greater understanding of Los Angeles' many communities
- Access to top-of-the-line amenities is crucial for under-resourced and growth ready artists and producers to realize their work and raise their visibility
- Skill building and peer-to-peer learning opportunities for artists and producers strengthens the region's artistic infrastructure
- Welcoming environments encourage participation, innovation and collaboration

For more information about Ford History and to read our Blog go to [ABOUT US](#) on the Ford Theatres website.