



## CONSIGNMENT TICKETS

Covering the costs of an event can be challenging. **Consignment**—or selling a portion of your ticket inventory yourself— is an *optional* way to gain some revenue upfront to cover early costs while simultaneously helping to fill your seats and directly reach your core audience.

Consignment tickets are sold through **TICKETSage**, our online ticketing system.

- Accessible on any device with an internet connection.
- You will only be able to see and sell your own event.
- You can select different ticket types (ex: regular, child) and add discount codes directly in the system as you place the order.
- Consignment tickets can be issued via email or held in Will Call.

### **Pricing:**

- Consignment tickets must be sold at the full list price, unless a discount code is used as a promotional tool (ex: “Buy from me today and save 20%!”). **It is prohibited to charge more for a ticket than the list price.**
  - The \$5.00 Facility/Programming fee is included in the full price.
  - Your licensing fee will be charged only on the base value of consignment tickets.

### **Payment:**

- Cash/check payments: You keep the money upfront
- Credit card payments: Included in settlement
  - May only be taken via TICKETSage, which processes all payment through an LA County-approved payment gateway and deposits funds in the County merchant account. **It is a violation of County policy to accept credit card payment for consignment tickets through other ticketing systems, such as PayPal, Square, etc.**
- You are solely responsible for the sale and distribution of consignment tickets, as well as for any monies collected. The Ford will not collect consignment monies (cash or check) on consignee’s behalf.

**Consignment Holds:** Reward your loyal buyers with premium seat locations in each pricing tier.

- You may request to hold up to 150 seats at a time for consignment (no more than 50% of any pricing tier)
- Holds will be coded “consignment” and are reserved for consignee sales only.
- You may sell from both your consignment holds *and* any open seats in the house.
- As your held seats sell, more holds may be placed (up to a total of 150 at any given time).
- Unless written permission is given in advance, **any unsold consignment holds will be released 14 days (2 weeks) before your event.** You will still be able to sell any open seats.

**If you are interested in selling tickets on consignment:**

1. Sign and return **Consignment Agreement Form**.
2. Determine the number and location of seats you'd like to hold and send to box office managers for placement.
3. Set up an in-person or phone training session.
4. Receive your consignment portal link and personalized login information.

**QUESTIONS?** Contact the box office ([boxoffice@ford.lacounty.gov](mailto:boxoffice@ford.lacounty.gov)), or call Ann Jensen (323) 856-5788 or Ayesha Motiwalla (323) 769-2175.