I. REQUIRED SEAT HOLDS FOR COUNTY & MEDIA

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.
➢ If for any reason all 32 holds are not used, they will be released for sale.

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 by the Ford’s communications department.

Holds Location:

➢ Please see the Producer Holds Map in the Box Office section of the Artist Workbook for seating details.

II. PRODUCER SEAT HOLDS (optional)

You have the option to place producer holds for complimentary and consignment tickets.

➢ Complimentary Tickets
  o Producer Comp holds will be limited to 150 per event.
  o Recognize the value of your tickets and offer comp tickets selectively. Consider offering specialized discount codes rather than comps.

➢ Consignment Tickets
  o Consignment tickets will also be limited to 150 holds at one time, separate from the Producer Comp holds. As these tickets sell, you may place additional seats on hold with approval from the box office.
  o Consignment tickets are sold online via our ticketing system. For more information, see the Consignment Guidelines in the Artist Workbook.
  o If you wish to sell tickets on consignment, please inform the box office.
Location of Seat Holds
- Please complete our Producer Holds Map to select which seats you want to hold. We suggest completing this before tickets go on sale to the public.
- Note that the box office needs to retain approximately 50% of the inventory in each tier.
- When choosing locations for holds, please keep in mind that most guests will attend in pairs.

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