



## SEATING HOLDS GUIDELINES AND POLICIES

### 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**
  - Producer Comp holds will be **limited to 150 per event**.
  - Recognize the value of your tickets and offer comp tickets selectively. Consider offering specialized discount codes rather than comps.
- **Consignment Tickets**
  - 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.
  - Consignment tickets are sold online via our ticketing system. For more information, see the **Consignment Guidelines** in the Artist Workbook.
  - 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](mailto:boxoffice@ford.lacounty.gov)), or call Ann Jensen (323) 856-5788 or Ayesha Motiwalla (323) 769-2175.