Producer Comp Guidelines

- **150 ticket limit**

- **Value your tickets!** Offer comps selectively and consider specialized discounts instead.

- **Location Location Location!** Select the seats you want to hold before tickets go on sale

- Box office needs to retain 50% of the inventory in each tier
MEMBER/FAN PRE-SALES

- Offer an exclusive, early-purchase opportunity to select members/fans
- Can feature a special discount
HOW MANY TICKETS DO FORD PARTNERS SELL, ON AVERAGE?

BETWEEN 600-900, LEAVING 25-50% OF THE HOUSE EMPTY.

EMPTY SEATS = POTENTIAL SALES
USING DISCOUNTS TO YOUR ADVANTAGE

I'M SOLD!

......BUT CAN I GET A DISCOUNT?
CUSTOMIZABLE DISCOUNTS

- Create unlimited codes
- Track response in sales reports

FANCYCAT = $10 off
MUSTACHE = Flash sale!
Free membership & email service with diverse membership.

- 1.5 M LA members
- 80% of GS buyers = first hear about your event on GS
- Dedicated Ford eblast
- Visible discount (usually 50-60%)
- 10% commission
- No patron data provided
GROUP SALES

10 people or more
10 % discount
10 $ flat fee

- People like socializing
- Groups fill the house fast
Ford Subscriber & Member Discounts

Season Subscriptions

3 shows or more
20% discount
10 $ flat fee

Milestones & Memories
From centennial celebrations of Ella Fitzgerald and Thelonious Monk to anniversary performances by Viver Brasil and Bang on a Can, the Ford is the place to reminisce (and maybe make some new fond memories of your own)! Choose 3 or more of the following shows to receive a 20% discount.

- Chris Isaacson Presents Thelma Houston: My Motown, Memories & More on August 27
- Viver Brasil Celebrates 20 Years: Agô Ayo - Spirits Rising on September 22
- IGNITE @ the FORD!: 100: The Apollo Theater Celebrates Ella’s 100th Birthday! on September 24
- ¡Viva La Tradición! 30 Años de "Canciones de Mi Padre" by Colibri Entertainment on September 30
- Angel City Jazz Festival - Monk Centennial Edition on October 1
- IGNITE @ the FORD!: Bang on a Can All-Stars: Road Trip on October 14

Affiliate Member Discounts

yelp
Metro
Hollywood Chamber of Commerce
KCRW

MILESTONES & MEMORIES SUBSCRIPTION
**Ford County Comps & Media Holds**

### County Comps
- **32 seats for each event**
- Offered to LA County Board of Supervisors, Executive Office Staff, LA County Dept. Heads, etc.
- Any unused tickets will be released for sale.

### Media Holds
- **20 seats for each event**
- Used for media secured by your publicist or by the Ford
- Sometimes used to fulfill trade agreements with our media sponsors.
Consignment

- An online method to sell tickets directly to your fans, on site at events & classes
- Hold & sell premium seats to loyal buyers
- Hold up to 150 tickets at a time (up to 50% of any pricing tier)
- **No convenience fees** (facility/programming fees still apply)
What’s the procedure?

- Sell online through TICKETsage, tickets are emailed or held at will call
- Your login credentials show only your event
- Sell from your designated producer holds or sell any open seats
- Multiple payment method options
  - Cash or check only—money up front
  - Credit card—included in your settlement
- Per County policy, no sales/credit card payment via other ticketing systems, websites, PayPal, Square, etc.
- Cannot add or edit holds or refund/exchange tickets.
May sell your consignment holds or any open seats. Any seat in color is available.

Consignment Holds

Producer or Ford Holds (unavailable)

Wheelchair & Companion only
What’s Next?

1. Read/sign Consignment Agreement
2. We’ll set up/send your log in credentials
3. Start selling as soon as tickets go on sale

*Set up a call or meeting for consignment support!*
QUESTIONS?
COMMUNITY TICKET SHARE

- Lowers barriers to help bring economically, culturally and geographically diverse communities to the Ford Theatres.
- Provides bus transportation for some groups.
- Is optional for Partners
- An opportunity to outreach to new communities and share your work with those who might be seeing a live performance for the first time or who might lack the means to attend otherwise.
Each year we ask Partners to donate as many tickets as they are able to CTS. When you agree to contribute your selected number of tickets, the Foundation will:

- List your show online as a performance choice available to CTS groups and arrange groups to come to your show OR work with groups you or your artists suggest to bring to your show thru CTS.
- Inform you of the community groups attending your show.
- Give community groups information about your show as part of their attendance preparation.
- Collect and send you demographic information about the groups that attended your show.
L.A. Sheriff Department Parks Bureau
Youth Policy Institute
Aviva Family & Children's Services
AIDS Project Los Angeles
Los Angeles Filipino Association of City Employees
Sunset Hall Senior Center
Asian Youth Center
Tia Chucha’s Centro Cultural
A Place Called Home