



PAPERING THE HOUSE

Occasionally tickets don't sell as well as you had hoped, but you still want your artists to perform to a full house. "Papering the house" is the practice of issuing complimentary tickets to a group or organization in order to fill seats that aren't selling.

The Ford maintains relationships with multiple organizations whose members who agree to attend an event if they receive free tickets. We can list your event with these organizations on your behalf. Papering organizations we often work with include:

- **Veteran Tickets Foundation (VetTix):** Provides free event tickets to family members of troops Killed In Action (K.I.A.), active Military and Veterans. www.vettix.org
- **Hear the Music LIVE:** A nonprofit that works with hundreds of group homes and orphanages across the country in providing free concert tickets for foster youth. www.hearthemusiclive.org
- **TheatreExtras:** Tickets to the performing arts in New York and Los Angeles. A portion of all ticket processing fees is donated to Broadway Cares, Equity Fights Aids. www.theaterextras.com
- **SeatJunky:** Seat filler service in Los Angeles that features many types of events (theatre, music, dance, speaker series, etc.) www.seatjunky.com/la
- **SoldOutCrowd:** LA-based audience development service that connects theatre producers with theatre lovers and donates a portion of fee proceeds back into the LA nonprofit theatre community. www.soldoutcrowd.com

Additionally, we may offer free tickets to LA County employees or other local arts organizations, including current and past Ford Partnership Program artists.

Papering comps will always be discussed with a producer and are only issued upon approval. Outside of these established contacts, the Box Office will not paper the house on your behalf. **Do not offer any papered tickets to outside organizations without first contacting the Box Office Manager to confirm quantities offered and methods for distribution.**

At your 30-day-out production meeting, we will begin to assess the need for last-minute papering. Should you decide to paper the house, determine how many tickets you would like to offer at least two weeks before your show, and we will contact nonprofit organizations or papering services. As with everything, papering requires time to put in place...we cannot begin this process a few days before your show.

Before you decide to paper the house, consider that ticketing trends across the nation are showing a greater tendency toward last-minute buying. And remember: our communications team is here to help! If at 30 days prior to your event, ticket sales are not where you would like them to be, contact Productions Marketing Manager Kim Glann to discuss how to generate last-minute sales. Additionally, **secondary discounting services (Goldstar)** can be a useful tool in filling empty seats.

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