



TICKET PRICING GUIDELINES & POLICIES

I. PRICING & SEATING RECOMMENDATIONS

These recommendations are intended to help you determine the best pricing structure and seating layout for your event.

Venue Capacity: The Ford has 1,180 fixed seats with additional wheelchair spaces. The amphitheatre is very intimate - the last row is only 96 feet from the stage.

Selecting a Seating Map:

- Seating is reserved for all Ford shows: see map in Artist Workbook
- Our standard 3-tier reserved map (image below) was developed through significant research on our venue’s fill patterns. We recommend this layout to all partners, but we’re happy to discuss alternatives.



VIP Seating (optional):

- You also have the option to add a VIP ticket—a premium price charged for a premium seating location—to increase revenue. Contact the box office to set the location of these VIP seats.
- VIP tickets often come with value-added components, like a private preshow reception, meet & greet or gift bag. You decide which components to include, but remember that receptions have associated costs and can be time-consuming to plan. **Post-show events are not permitted.**

Pricing Your Event:

- When determining a base price, you should consider the following:
 - What is your past pricing history? What are your patrons used to paying?
 - Who are your target ticket buyers? What are their price sensitivities?
 - How are similar events priced in the marketplace?
 - Do you have a headliner that could command an increased ticket price? What do tickets for the headliner usually sell for?

- How much of your budget do you need to cover with ticket revenue? Consider other earned or contributed revenue (e.g. sponsorships, donations).
- You should also consider the Ford’s pricing history (below), as these ranges and averages represent rates familiar to Ford patrons.

Genre	Adult Ticket Range	Average Adult Price	Highest Price or VIP
Dance- Hip-hop	\$20-30	\$25	\$50
Dance- Modern/Classical	\$15-70	\$40	\$100
Dance- World	\$15-40	\$30	\$65
Film	\$15-20	\$18	\$50
Literary Arts/Spoken Word	\$15-80	\$40	\$100
Multidisciplinary	\$15-52	\$35	\$75
Music- Choral/Opera	\$25-95	\$40	\$125
Music- Rock/Pop/Acoustic	\$20-50	\$25	\$150
Music- Symphony/Jazz	\$25-80	\$40	\$100
Music- World	\$20-60	\$35	\$75
Theatre/Musical/Cabaret	\$25-90	\$40	\$125

- **Stay Accessible if Possible:** Try to keep entry-level ticket prices low for the general public. Consider a VIP ticket option to increase revenue.
- **Consider the Facility/Programming Fee:** A \$5.00-per-ticket facility/programming fee is added to the price of every ticket, embedded in the price. For example, if you set your rate at \$20.00, the patron will see a price of \$25. (See info on Ticket Fees below).
- **Round Your Prices:** Whole number pricing (\$24 instead of \$23.50) is easier to convey in promotional materials and speeds up day-of-show sales when patrons pay in cash.
- **Budget at 50%:** Average attendance for summer events is 50%-60% of capacity, so we recommend budgeting for 600 seats sold, as opposed to the full amphitheatre capacity of 1,180.

II. TICKET FEES

- **Facility/Programming Fee:** A \$5.00-per-ticket fixed fee is added to the base ticket price (as described in the Ticket Setup form).
 - Embedded within the ticket price (patron does not see it).
 - Added at *all* points of sale: online, phone, in-person and consignment.
 - This fee is never discounted. Coupon codes will apply only to your base ticket price, and \$5.00 will then be added to form the final discounted price (see examples below).
 - Applies to evening shows only, not Big World Fun or JAM Sessions.
 - A disclaimer on the Ford Theatres website will inform patrons about the fee, with details regarding how the funds are used. Half of this fee is allocated to a historic venue maintenance fund used for improvements and upkeep of the historic Ford Amphitheatre. The remaining half is set aside for future Ford Theatres programming.

- **Convenience Fee:** A \$4.00-per-ticket fixed fee is added to phone and web sales for the convenience of using these channels.
 - For subscription and group sales orders, a flat \$10.00-per-order is charged instead.
 - This fee is used to cover credit card fees and box office operating costs.

- **Mailing Fee:** When patrons select Mail as their delivery method, they will be charged a fixed \$7.00-per-order fee to cover the costs of mailing via USPS prepaid envelope with a tracking number.

All fees outlined above can be summarized as follows:

POINT OF SALE	2019 SEASON	
	Facility/Programming Fee	Convenience Fee
Walkup Sale	\$5.00/ticket (included in price)	NO FEE
Consignment Sale	\$5.00/ticket (included in price)	NO FEE
Web Sale	\$5.00/ticket (included in price)	\$4.00/ticket
Phone Sale	\$5.00/ticket (included in price)	\$4.00/ticket
Group Sale	\$5.00/ticket (included in price)	\$10.00/order
Subscription	\$5.00/ticket (included in price)	\$10.00/order

The following chart provides sample calculations for how discount codes will function with the fixed facility/programming fee, based on one sample base price.

Ticket Price (visible to buyer)	Base Price	Discount	\$ Discounted (from Base Price)	Base Price with Discount	Facility/Prog Fee	Final Total (visible to buyer)
\$40	\$35	-	-	\$35	\$5.00	\$40
\$40	\$35	\$10 off	\$10	\$25	\$5.00	\$30
\$40	\$35	10% off	\$3.50	\$31.50	\$5.00	\$36.50

If applicable, the Convenience Fee would then be added onto the Final Total.

III. TICKET DISCOUNTS

Discounts are an important part of your sales toolkit—they encourage bulk purchases, reward target segments, keep tickets accessible, and help fill seats that might otherwise go empty. In order for the Ford to create and market a cohesive season, a certain number of discounts are required. There are also opportunities for you to set your own discounts. Please keep in mind all discounts are calculated from the base price listed on your Ticket Setup Form.

Required Discounts:

- **Season Subscription**: Patrons who order three or more events in a single transaction receive 20% off each ticket.
- **Group Sales**: Patrons who order 10 or more tickets to one performance in a single transaction receive 10% off each ticket.
- **Membership Discount**: The Ford offers discounts for **up to 20% off each ticket** to various membership groups (e.g. Metro, Chamber of Commerce, Yelp.com, employee groups, etc.) in exchange for promotion.
- **Donor Discount**: Ford Theatre Foundation donors at the \$250 level or higher receive **20% off tickets**.
- No additional discounts on child/student tickets.

Optional:

- **Child Price(s)**: Age 12 and under. *Children ages two and under may lap sit and do not require a ticket.*
- **Student Price(s)**: For all ages with valid student ID. (Available only in person.)

We recommend these rates be at least 20% off your adult price. You may vary prices by tier or create one flat rate.

Custom Discounts:

- Producers may create **custom discount codes**. All codes are tracked in box office sales reports.
- Suggestions for discount codes:
 - Reward groups with ties to your organization (e.g. friends and family, fan club)
 - Do a flash sale on social media (e.g. “For 24 hours only, use code FLASH for 50% off!”)
 - Offer a discount on consigned tickets (e.g. “Buy from me today and get \$5 off”)
- Producers can customize the code word or phrase (e.g. CELEBRATE) and discount type (e.g. 10% off, \$10 off) and include optional expiration dates.
- Discounts added to your **Ticket Setup Form** will be ready when single tickets go on sale. To add discounts later, email your request to the box office and allow at least two days for approval and activation.

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