EXHIBIT B
Ford Amphitheatre Rental Program Riders

I. TECHNICAL RIDER

The Ford’s Production Manager or a designated representative will interface with the Licensee and Licensee’s designated Production Manager in all aspects of Licensee’s technical and production requirements and Licensee’s final production schedule in the theatre, including budget, crew and rental equipment estimates.

Technical Crew Costs
Technical crew is scheduled as needed and billed to the Licensee according to the following rate schedule:

<table>
<thead>
<tr>
<th>Type</th>
<th>First 8 hours in a day (&quot;base rate&quot;)</th>
<th>Hours over 8, but less than 12, in a day</th>
<th>Hours over 12 in a day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage Supervisor, Sound Monitor Engineer</td>
<td>$35.00/hour</td>
<td>$52.50/hour</td>
<td>$70.00/hour</td>
</tr>
<tr>
<td>House Audio Engineer, House Master Electrician</td>
<td>$35.00/person/hour</td>
<td>$52.50/person/hour</td>
<td>$70.00/person/hour</td>
</tr>
<tr>
<td>Other Technical Crew</td>
<td>$25.00/person/hour</td>
<td>$37.50/person/hour</td>
<td>$50.00/person/hour</td>
</tr>
<tr>
<td>35 mm Projectionist</td>
<td>Public Screenings, Monday - Saturday: $350/night</td>
<td>Public Screenings, Sundays: $525/night</td>
<td>Set-ups and pre-screenings: $60/hr with a 4 hour minimum call</td>
</tr>
</tbody>
</table>

These rates, applicable on both rehearsal and event days, are for set-up, rehearsal, event, strike and restore.

A minimum of three Ford crew members (Master Electrician, Lead Audio Engineer and Stage Supervisor) will be scheduled to work at all events taking place at the Ford and will supervise the Ford stage and operate the sound and lighting control consoles. With prior approval of the Ford’s Production Manager, Licensee may use their own crew for load-in, load-out, and set-up of equipment, props and costumes, if equipment, props and costumes are provided by Licensee. Additional Ford Theatre crew must be hired when any production utilizes the Ford Theatres’ equipment (including the audio and lighting control consoles), hangs or focuses lights, or sets rigging. Licensee will be responsible for all production and crew related charges.

Licensee will have at least one production/technical meeting with the Ford’s Production Manager to develop a preliminary event production schedule and an estimate of the crew costs for Licensee’s event. The preliminary costs estimate is attached to the Licensee Agreement as Exhibit C.

Licensee will also have at least one additional meeting with the Ford’s Production Manager or his/her designated representative no later than 30 days prior to the event to review (and, if necessary, revise) the event production schedule and technical crew costs estimate, and make other final technical arrangements for the event. Any changes to the event production schedule must be made at least five business days in advance or additional crew charges will apply.

The final event production schedule must include times designated for crew breaks and meal periods that are consistent with applicable California State and Federal labor laws. Licensee shall be assessed a meal penalty equal to one hour of the base rate for each crew member that is not provided a scheduled meal period in accordance with the final event production schedule.
Technical Equipment
Visit http://www.fordamphitheatre.com/en/rent/techinfo for information regarding the Ford’s lighting, sound and projection equipment, or call (323) 856-5785 for a complete technical equipment information package. With the exception of required crew labor charges as outlined above, there are no additional charges for use of the Ford’s standard lighting package, front-of-house sound system or 35 mm projectors. The following charges shall apply for use of the Ford’s stage monitor sound systems:

<table>
<thead>
<tr>
<th>Package</th>
<th>What</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabaret</td>
<td>4 or More Wedge Speakers, 3 Channel Front-of-house Mix</td>
<td>$350/day</td>
</tr>
<tr>
<td>Full Concert</td>
<td>Up to 13 stage Wedge Speakers, Mixed from Stage Console</td>
<td>$600/day</td>
</tr>
</tbody>
</table>

Stage Policies
Sound Limit: The sound level output as measured at the sound mixing console located at the rear of the amphitheatre may not exceed 95 dBA weighted at any time. Violations of this policy will result in a $1,000 penalty per occurrence to be deducted from the gross box office proceeds or invoiced to Licensee at the time of settlement.

Audience Onstage: Audience members are prohibited from being onstage during performances.

Curfew: All events must end by 11:00 P.M. Strike and load out may still occur after the event has completed. Violation of this policy will result in a $1,000.00 penalty for the first minute, with an additional $500.00 for every five minute increment thereafter to be deducted from the gross box office proceeds or invoiced to Licensee at the time of settlement. This policy will be strictly enforced.

Backstage Access/Passes
Color coded wristbands are required for all of Licensee’s personnel for stage, backstage, and early access. Wristbands will be provided by the Ford and their distribution will be controlled by the Ford’s staff. All access wristbands may only be provided to performers, producers and technical crew.

Licensee must provide the Ford’s Event Services Manager with the following access lists no later than 24 hours before the event:

- All-Access (for performers, producers and crew)
- Green Room (for guests and family - may not exceed 35 persons including artists)
- Early Access (for vendors and reception set-up personnel)
- Camera and video

All lists shall be sent by email in Microsoft Word (or compatible) documents with names in alphabetical order by last name.

Tickets are required for all guests, artists, and crew who wish to view all or part of the performance from the house. Please note: The stage right artist entry ramp may not be used as a seating/viewing area.

Backstage Catering and Hospitality
Licensee is responsible for providing any backstage catering for artists and crew.
Backstage Clean-up & Exit Walkthrough
Licensee is expected to leave the backstage areas of the theatre (green room, dressing rooms, [Inside] the Ford) in a clean, neat and ready state, the same as when Licensee arrived. Rubbish and debris is to be removed from all backstage areas and placed in the trash bins located near the artist entrance. The Ford’s Stage Supervisor will perform a walkthrough with Licensee following the event to evaluate the condition of the backstage areas. Licensee will be charged a minimum cleaning fee of $350.00 if Ford staff determines that the premises are not left in a good and clean condition.
II. PHOTOGRAPHY & RECORDING RIDER

Still Photography
Any press or photographers hired by Licensee may take photos from designated areas only. Press and photographers must be issued photo passes through the Ford’s communications department to be allowed to shoot the performance. Press and professional photographers are not allowed in the seated audience areas during event.

Audio and Video Recording Policy
As described in Section 702 of the Standard Terms and Conditions attached as Exhibit A to this License Agreement, the County of Los Angeles reserves all rights to television and radio broadcasting (live or delayed) of the performance/event, as well as transcription and recording rights (whether video, audio, or other). Rights to television and radio broadcasting (live or delayed) of the performance/event, as well as transcription and recording rights (whether video, audio, or other) may not be exercised by Licensee or any other party without express written permission of the County of Los Angeles.

Without releasing any of its rights, as enumerated above, the County grants Licensee permission to audio record and/or video record the licensed event according to the procedures set forth herein for the sole purpose of archiving the performance or utilizing footage for non-commercial, promotional purposes limited to inclusion on artists’ reels, social media promotions, and up to 3 minutes for television or radio broadcast promotion. Licensee shall be solely responsible for securing all necessary legal rights and authorizations (including that of artists performing in the event) for all video and/or audio recordings taken by Licensee. Additionally, Licensee will be solely responsible for the payment of all costs incidental to any video and/or audio recordings taken, whether incurred directly or indirectly by Licensee, County or any other party.

Licensee agrees that if any portion of the resulting recording(s) is later to be used for wider commercial use or any other type of commercial distribution through any media, including those not yet invented, Licensee will negotiate with the County of Los Angeles for its participation; recordings (audio and/or video) shall not be marketed or distributed until agreement on said participation and an additional license fee acceptable to the County of Los Angeles is paid.

Audio- Archival Recording Procedure
Licensee must alert the Ford Theatre’s Production Manager of Licensee’s intention to audio record the event and make necessary technical arrangements at least 30 days prior to event. Licensee’s recording personnel are required to wear photo/video wristbands provided by the Ford for access to the tech well at the back of the house or any other backstage areas.

All archival recordings are “post fade” and will only capture that audio which the audience hears through the front of house PA system. No special mixing will be done by the Ford’s audio department for any reason for an archival recording. The licensee is responsible for providing all media necessary to accomplish the recording including but not limited to CD-R or CD-RW.

Video- Archival Recording Procedure
No more than two (2) cameras are allowed to make an archival recording. Cameras must be stationary and placed in designated areas only. Licensee’s recording personnel are required to wear photo/video wristbands provided by the Ford for access to the tech well at the back of the house or any other backstage areas. Any audio recording taken in conjunction with the archival video recording must be done in compliance with the requirements set forth in “Audio- Archival Recording Procedure” above.

Commercial Audio and Video Recordings
Audio or video recording by Licensee intended for commercial distribution, or video recording with more than two cameras requires the following:

1. Consent of the Ford’s Managing Director;
2. Seven (7) days advance notice;
3. Advance payment of a minimum $3,000 recording fee; and
4. Advance visit and tour of the facility by the video recording company and Licensee or representative;

Provided, however, that Licensee shall have no rights to sell or commercially distribute any such audio or video recording except as authorized to do so pursuant to an Addendum to this Agreement, in writing and signed by Licensee and the County, which allows Licensee the right to sell and/or commercially distribute the recording.

**Third Party Recordings**

Third party production company recordings may not take place without prior consent of Ford’s Managing Director and Production Manager. Any third party production company wishing to video or audio record the event for any purpose must contact the Ford’s Production Manager at least one week prior to event date. Third parties requesting access to record the licensed event will be required to sign an agreement with the County subject to the terms and conditions governing audio and video recordings herein.

**Credit**

Licensee agrees that all authorized uses of the video and/or audio recordings in any and all media in the Universe shall carry the following or similar credit:

> “Recorded at the John Anson Ford Amphitheatre, a regional park of the County of Los Angeles devoted to the presentation of the performing arts and operated by the Los Angeles County Arts Commission.”

When this credit appears on a video recording, CD-Rom, the Internet or theatrical release and the recordings from the Ford Theatre represent twenty percent (20%) or more of the total product, it shall be placed on a separate card and appear on the screen for a minimum of three seconds. When the credit appears on audio recordings it shall be printed in the same size type as the producer’s credit but not less than 8 point type, whichever is greater.
III. FRONT OF HOUSE RIDER

The Ford’s Event Services Manager or House Manager will communicate with Licensee in all aspects of Licensee’s front-of-house requirements including house staffing, security, crowd control and parking, as well as coordination of all pre-event activities and receptions on the plaza or elsewhere on-site.

Licensee must designate a primary contact person for communicating with the Ford’s Event Services Manager for all front-of-house related events, and provide their name and contact information to the Ford’s Event Services Manager at least 30 days in advance of the performance date.

House Policies

Tickets and Admittance: Every person must have a ticket to enter the Ford Amphitheatre seating area. Backstage wristbands do not allow entry to the house.

Programs & Program Acknowledgement: Licensee may provide a printed program for patrons attending the event. Programs may not be sold and must include the following statement:

“The John Anson Ford Theatre is a regional park of the County of Los Angeles devoted to the presentation of the performing arts and operated by the Los Angeles County Arts Commission.”

Any unused programs must be collected by the Licensee at the end of the event and removed from the venue or disposed of in the trash bins by the Artist’s Entrance. The Ford is not responsible for unused programs left at the theatre.

Opening the House: The gates to the entranceway picnicking area are opened two hours prior to all evening events. The house (theatre) doors are opened one hour before the evening event is scheduled to begin. A delay of more than fifteen minutes in opening the house and/or beginning the event is subject to a $500.00 penalty which will be deducted from gross box office proceeds at the time of settlement.

Intermission: Except for films, all events must have a minimum of one 15 minute intermission. Failure to have a required intermission will result in a $500.00 fee to be deducted from gross box office proceeds at the time of settlement. If the proceeds in the box office are insufficient to cover any fees incurred an invoice will be sent to the Licensee for collection of payment. This policy will be strictly enforced.

Still Photography: Any press or photographers hired by Licensee may take photos from designated areas only. Photo passes are available through the Ford’s communications division. Press and professional photographers are not allowed in audience during event.

Front of House/Security Guidelines

The Los Angeles County Arts Commission provides a basic house staff for each event consisting of a House Manager, ticket takers, usher staff, and a merchandise sales associate (when appropriate). The Ford may augment the basic house staff with volunteers.

The Ford will furnish a professional security staff for performances that require security personnel. This will be determined by the Event Services Manager and the Ford’s Managing Director in consultation with the Licensee. The standard security staff includes one supervisor and a four person team who are scheduled for a minimum of four hours per shift.

If additional hours or security personnel are required or otherwise deemed necessary by the Ford’s Event Services Manager in consultation with the Ford’s Managing Director, Licensee will be responsible for paying
the additional costs billed according to the following rates:

<table>
<thead>
<tr>
<th></th>
<th>First 8 hours</th>
<th>Over 8, but less than 12 hours</th>
<th>Over 12 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$30/person/hour</td>
<td>$50/person/hour</td>
<td>$60/person/hour</td>
</tr>
</tbody>
</table>

The additional costs will be deducted from Licensee’s gross box office proceeds at the time of settlement.

**Merchandise Sales**
Licensee’s merchandise (CDs, T-shirts, videos, etc.) may be sold on the day of the event. All merchandise sales must be approved by the Event Services Manager. All vendor and inventory lists must be submitted to the Event Services Manager one week prior to event date. Producers may choose one of the following merchandise sales options:

- **Option a)** Merchandise may be sold directly by Licensee or Licensee’s vendors. A 25% commission, payable to the **Ford Theatre Foundation**, will apply to all merchandise sales. A sales inventory form must be completed with a Ford Theatres representative at the opening and close of sales. All vendors must provide their own merchandise, bank, and sales people; or

- **Option b)** A limited amount of merchandise **as determined appropriate by the Ford’s House Manager** may be sold by Ford house staff. A 25% commission and sales tax at the applicable rate will be deducted from total revenues. A settlement check will be sent to Licensee within 10 business days of the event. Requests for Ford sales staff must be made one week prior to the date of the event. Artist merchandise must be delivered to the House Manager at least three hours prior to the start of the performance. Any unsold merchandise must be retrieved at the conclusion of the event; or

- **Option c)** A $150.00 “buy out” fee may be paid to the Ford Theatre Foundation. This fee will cover up to four separate vendor tables. There is a $25.00 fee for each additional table. All vendors must provide their own merchandise sales personnel. Licensee is responsible for paying the “buy out” fee in cash or a check (to the “Ford Theatre Foundation”) before gates open to the theatre grounds. No inventory list required for this option. If the buy out is not paid in advance of gates opening for the event, Option a) above will immediately go into effect.

The Ford is not responsible for merchandise left at the theatre for more than 72 hours after the event.

**Food Sponsorships**
Vendor food sales or giveaways of any kind are **prohibited**. Food or restaurant sponsors may offer coupons to patrons for goods or services.

**Beverage Sponsorships**
The Ford is a beer and wine facility only. No other alcohol may be served at any time.

The Ford concessionaire may serve a sponsors’ beer or wine for sale in the concessions areas provided that:
• The beer or wine stock is made available for purchase in glass bottles or aluminum cans (no kegs). Beer or wine will be poured into plastic or cardboard (non-glass) cups for sale to patrons; and

• The sponsor provides a written guarantee to the concessionaire that they will purchase back any unopened bottles of the sponsor’s beer or wine or product within seven (7) days of the end of the event.

Only non–alcoholic beverages may be offered as samples during an event. Samples are to be no more than four (4) ounces in volume. Whole servings of non-alcoholic beverages may only be distributed after an event outside the Ford Theatre gates.

**Pre-Show Activities**
All pre-show activities, receptions and beverage sponsorships **must be approved** in advance by the Ford’s Event Services Manager.

**Post-Show Activities**
With the exception of artist autograph signings on Edison Plaza, no post-show activities are allowed.

**Concessions**
The Ford’s Concessionaire (Crumble Catering) provides concessions, catering and reception services for all events held at the John Anson Ford Theatres. Crumble Catering operates the venue’s “beer and wine only” alcohol license. Patrons are allowed to bring food as well as beer and wine onto the premises for personal consumption. Any alcohol available to the public must be distributed by the Ford’s concessionaire.

**Catering and Receptions**
The Ford’s indoor theatre stage or a portion of Edison Plaza are available as pre-show reception areas for a $300.00 fee, which includes one Crumble Catering bartender to serve up to 100 guests and clean-up. Edison Plaza receptions may be charged an additional fee of $150.00 to cover labor costs of moving/re-arranging tables and chairs. Catering and reception fees will be deducted at the time of settlement. Food provided at receptions must be arranged and negotiated with Crumble Catering. If the fiscal receiver of your event is a non-profit 501(c)(3) and your reception is for 100 people or less, you may have beer, wine and non-alcoholic beverages donated. All parties of more than 100 guests and for-profit organizations must purchase beer, wine and non-alcoholic beverages from Crumble Catering. Alcoholic beverages served at receptions must be poured by Crumble Catering bartenders. Additional bartenders, if needed, will be billed to the Licensee by Crumble Catering.

Organizations that prefer to use an outside caterer are required to pay a buy-out fee. The fee is $500 for up to 100 guests and $1,000.00 for over 100 guests (reception space rental of $300.00 is included). Outside caterers must provide an insurance certificate to the Ford Theatres.

Licensee is responsible for providing any backstage catering for artists and crew.

**Parking**
The Ford Amphitheatre parking lot is managed by the Hollywood Bowl. All patron vehicles are stack parked. Parking is $10.00 per car. Licensee will receive 15 complimentary parking passes per performance. Trucks and busses will require 3-4 parking passes depending on length. All load-in/load-outs must be coordinated with the Ford’s Production Manager.

Additional passes may be purchased from the box office up until 48 hours in advance of Licensee’s event. On the day of event, parking passes must be purchased from the Ford parking lot attendants. All parking is first come, first served.
Please Note: Parking at the top of the hill is reserved for cars displaying disabled placards only. All other vehicles will be ticketed and towed.

Licensee’s artists and staff should park as directed in one of the following parking areas:

- On the north side of the service road running up the hill to the backstage artist entrance (approximately 15 spaces are available);

- In the spaces directly adjacent to the blue bungalow building in the main parking lot; or

- In the upper or lower lot stacked parking areas.

Free parking is available at the Universal Metro Station lot which has free shuttle service beginning two hours before performances.
IV. TICKETING AND BOX OFFICE RIDER

Ticketing Options
Rental producers may choose to a) use the Ford’s box office for a per-ticket printing charge (see details below) or b) work with another ticketing software or service.

If using the Ford’s Box Office services:

1. Licensee must complete the Ford’s Ticket Setup Form and return to the Ford’s Box Office Manager. This form will be used to build Licensee’s performance in ProVenueMax/Tickets.com. The Box Office requires one week turnaround after receipt of this form before tickets will be available for sale to the public.

2. Licensee may choose to offer 3 additional discounts and coupon codes beyond the standard discounts offered by the Ford. Please see Ticket Setup Form for details. These requests must be approved in writing by the Box Office Manager in advance of public notification.

3. The box office handles phone, internet, fax and mail orders as well as advance and day-of-event walk-up window sales.

4. Licensee will be charged ticketing service fees based on their organizational status.
   a) If Licensee is a registered non-profit 501(c)(3) organization, Licensee will be subject to a $0.50-per-ticket printing fee for any complimentary and/or consignment tickets printed over 200 (the fee for the first 200 tickets will be waived). This charge will be reflected in the final settlement. No other charges for box office services will be assessed to Licensee. Ticket buyers will be subject to the Ford’s standard handling charges for all tickets sold through the Ford Web site, phone, or box office window.
   b) All other Licensees will pay a $1.00-per-ticket service fee for all tickets printed or issued by the Ford box office. This charge will be reflected in the final settlement. Ticket buyers will be subject to the Ford’s standard handling charges for all tickets sold through the Ford Web site, phone, or box office window.

5. Handling fees charged to patrons are standard for all Ford Theatres performances, and should be reflected in all publicity. Fees vary based on the point of purchase, as follows:
   a) Window transactions: no handling fee.
   b) Phone, mail or fax single-ticket orders: $3.00 per ticket.
   c) Internet single-ticket transaction fees vary by event, ranging from $1.50 to $5.50 per ticket, and are dependent on base ticket price for the event. Please check with the box office for the online fee for your event.
   d) Group orders and season subscriptions: $10.00 per order (flat fee for whole group).

6. Licensee may request complimentary tickets for its own use and distribution. Tickets will be coded complimentary and are not to be sold. The $1-per-ticket printing charge (after first 200 tickets) will apply.
7. Licensee must provide Excel lists of all complimentary tickets and will call tickets to the Box Office no later than 48 hours in advance of the event.

8. Licensee may request consignment tickets. Once issued, consignment tickets may be returned to the box office 48 hours in advance of the show. Consignment tickets are issued in batches of no more than 100. For Licensee to receive additional consignment tickets beyond the initial 100, one of the following conditions must be met:

   a) Licensee has provided an additional deposit to the County equal to the value of any previously consigned tickets; or

   b) Deposits by Licensee plus any ticket revenues being held by the County are equal or exceed all of the producer’s anticipated production expenses.

   c) Once condition (a) or (b) is met, Licensee may continue to consign tickets in batches of 100.

   In the case of an event cancellation, patrons seeking refunds or exchanges for consignment tickets will be directed to the Licensee. The Ford box office will not provide refunds on consigned tickets.

9. The Ford Theatres offer no ticket refunds or exchanges for any event.

If using another ticketing software or service:

1. Licensee must contact the Box Office Manager in writing regarding ticket sales arrangements before tickets go on sale to the public for any event.

2. Licensee must provide 2 ticketing representatives from the chosen ticketing system on the night of the performance, who will man will call and ticket sales. Representatives should arrive three hours before show time, an hour before the box office window and gates open. This will allow them time to collect all final will call names from artists and staff and prepare all lists and will call. Ford box office management will be on site to assist and supervise, but is not responsible for selling tickets or manning will call the night of your event, if another ticketing service is used. Please assure representatives arrive in a timely manner and are prepared to assist patrons. They are representatives of our theatre on the night of the event.

3. It is recommended the Licensee consigns a small percentage of tickets to the Ford Box Office, so the Box Office can accommodate walk-up purchases prior to the show date. The Ford sells these tickets as cash only, and provides this cash total to the Licensee’s box office representatives on the night of the performance.

4. Licensee assumes liability for duplicate tickets printed, ticket misprints, and any other ticketing issues that arise.

5. Licensee is responsible for any refunds if show cancellation occurs.

Admission Requirements and Capacity Limits
With the exception of babies sitting on laps, every patron entering Ford Gates on event day who plans to watch the performance must be issued a ticket from the Ford Box Office or the Licensee’s chosen ticketing service. Licensee may not allocate more tickets than the venue’s capacity (1182), including comps and will
call lists.

**County and Press Complimentary Tickets**
Whether ticketed by the Ford or an outside ticketing agency, 32 complimentary tickets are reserved and held by the LA County Arts Commission for County use for each event. An additional 20 complimentary tickets are reserved and held by the Arts Commission for press. The County retains the right to distribute additional complimentary tickets to charitable organizations, if available. Unused County and press holds will be returned to inventory for sale.

**Patron Data Exchange**
If Licensee chooses to use the Ford’s box office services, Licensee may request an Excel list of all patron data collected by the Ford box office from ticket sales after the performance end date. If Licensee sells tickets on consignment, the Ford requests the patron data for these sales for use at will call night of show and for season-end surveys.

For more complete information, please review the Ford Theatres Box Office Policies and Guidelines in the Online Artist’s Workbook located at [http://www.fordtheatres.org/en/artist/workbook/summer/box](http://www.fordtheatres.org/en/artist/workbook/summer/box) or contact the Ford’s Box Office Manager, Jessie Randle, at (323) 769-2147.
V. MARKETING AND PUBLICITY RIDER

Event Listings on Ford Theatre Web site
Event information may be posted on the Ford Theatre Web site. Producers must complete a Web site Information Form and submit it to the Ford's Marketing Manager no later than five business days before the date the information is scheduled to be posted online. All Web images must comply with the specifications outlined on the Web site Information Form. If Licensee misses this deadline, the Ford cannot guarantee that the information will be posted by the desired date. To obtain the Web site Information Form, please contact communications@arts.lacounty.gov.

Event Representation on the Ford Electronic Sign
Information on Licensee’s event will appear on the Ford’s electronic sign for a week prior to and including the event date. Designed frames must be submitted to the Ford’s Marketing Manager three weeks prior to show date to review. Design specifications and file size requirements can be obtained by email communications@arts.lacounty.gov. If Licensee misses this deadline, the Ford cannot guarantee that the sponsor information will appear on the sign.

Use of Ford Amphitheatre Branding on Promotional Materials
All advertisements, flyers and other promotional printed materials not published by the Ford must be reviewed by the Box Office Manager prior to publication/distribution and must include the following information in the Franklin Gothic type fonts shown below:

The theatre name is in Franklin Gothic Heavy.
The address and TICKETS are in Franklin Gothic Book.
The phone number and web site address are in Franklin Gothic Demi.

Ford Amphitheatre
2580 Cahuenga Blvd. East, Hollywood, CA 90068

TICKETS:
www.FordTheatres.org
323 461-3673

Jpgs and eps files of the above are available in the Artist Workbook at http://www.fordtheatres.org/en/artist/workbook/summer/mpr.
VI. INSURANCE COVERAGE REQUIREMENTS

As a licensee utilizing the facilities of the Ford Theatres, the minimum types and limits of insurance coverage you must carry are set forth in Section 402 of the Standard Terms and Conditions attached as Exhibit A to the License Agreement, and generally include the following:

**General Liability**
- General Aggregate – $2 million
- Each Occurrence – $1 million
- Products and Completed Operations – $1 million
- Personal and Advertising Injury – $1 million
- Fire Legal Liability – $50,000

**Name of Insured**
The named of insured shall be: “County of Los Angeles, its Special Districts, elected and appointed officers, employees, agents, and all participating Service Providers, Contractors, Lessees or Tenants who rent or occupy facilities owned or operated by the County.”

**Required Additional Insureds**
Your insurance policy must be endorsed to provide County additional insured status as follows:

“The Los Angeles Philharmonic, Crumble Catering Inc. and the Ford Theatre Foundation.”

Attach a copy of the Additional Insured Endorsement Form to the certificate of insurance to verify that the above have additional insured status.

**Certificate of Insurance**
The Certificate of Insurance must be faxed to the Ford Administrative Office five weeks before your scheduled event, but in no event later than 30 days prior to the scheduled event. In addition to the Additional Insured Endorsement Form (above), the certificate should also include identification of any deductible amounts exceeding $25,000.

**Automobile Liability**
If the use of vans, trucks, or other large vehicles are necessary to transport equipment, performers, set elements, etc. for load-ins, rehearsals, or performances, you must secure automobile liability as follows:

- Each Accident – $1 million

Automobile liability can be added to the above-mentioned general liability coverage certificate. Insurance may also be obtained through the vehicle rental company or service provider used. Please provide the Ford Administrative Office with proof of this liability, if applicable.

**Workers Compensation**
Workers compensation will cover all persons/employees that your organization is required to cover pursuant to California Labor Code requirements. Inquire with your insurance agent or broker if you have questions about the applicability of this insurance to your organization. You must obtain any required workers compensation insurance must be obtained for the minimum amount as follows:

- Each Accident – $1 million
**County Special Event Liability Coverage**

If you don’t already have general liability coverage through your own insurance carrier, you may be eligible to purchase coverage through the County’s Special Events Liability Insurance Program. The program is administered by:

Merriwether & Williams Insurance Services, Inc.
550 Montgomery Street, Suite 550, San Francisco CA 94111

For a free quote call 1-800-420-0555 or visit the website [www.2sparta.com](http://www.2sparta.com) to apply and pay for coverage online.

If you already have general liability coverage through your own insurance carrier, they must issue a certificate with the above specifications and fax it to 323-464-1158.

If you have any questions or need further clarification, please call the Ford Administrative Office at 323-856-5793.