



PRICING & SEATING MAP RECOMMENDATIONS

These recommendations are intended to help you determine the best pricing structure and seating layout for your event. If you are new to producing at the Ford, or have specific questions, we strongly encourage you to have a discussion with the Ford's Box Office Manager, Ann Jensen (ajensen@ford.lacounty.gov or 323.856.5788).

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 was developed through significant research on our venue's fill patterns. (If you feel strongly that this map will not work for your event, we are happy to discuss alternatives.)

Reserved Seating Benefits:

- Allows for scaling the house with multiple ticket prices, adding to your bottom line.
- Allows for dynamic pricing, if there is significant demand.
- Motivates patrons to purchase early and at a higher rate, to ensure a great seat location.

FORD AMPHITHEATRE

Reserved Seating Scale



VIP Seating:

- You also have the option of adding a **VIP ticket**—a premium price charged for a premium seating location—to increase revenue. You can **work with 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:

- There are many factors to consider when deciding on ticket price—it is the first marketing decision you make!
- 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?
 - Taking into consideration other earned and/or contributed revenue (e.g. sponsorships, donations), what of your show budget do you need to cover with ticket revenue?
- 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 (VIP)	Typically GA or Reserved
Dance- Hip-hop	\$20-30	\$25	\$50	GA
Dance- Modern/Classical	\$15-70	\$40	\$100	Reserved
Dance- World	\$15-40	\$30	\$65	Varies
Film	\$15-20	\$18	\$50	GA
Literary Arts/Spoken Word	\$15-80	\$40	\$100	Varies
Multidisciplinary	\$15-52	\$35	\$75	Varies
Music- Choral/Opera	\$25-95	\$40	\$125	Reserved
Music- Rock/Pop/Acoustic	\$20-50	\$25	\$150	GA
Music- Symphony/Jazz	\$25-80	\$40	\$100	Reserved
Music- World	\$20-60	\$35	\$75	Varies
Theatre/Musical/Cabaret	\$25-90	\$40	\$125	Reserved

- **Stay Accessible if Possible:** Try to keep entry-level ticket prices low for the general public. The average adult price at the Ford hovers around \$50. Use a VIP or tiered option to increase revenue.
- **Consider the Facility/Programming Fee:** A \$4.00-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 \$16.00, the patron will see a price of \$20. (Text explaining facility fees to patrons appears on the Ford’s website).
- **Round Your Prices:** Whole number pricing (such as \$24 vs. \$23.50) is easier to convey in promotional materials and speeds up day-of-event Box Office operations when patrons pay in cash.
- **Tiered Pricing:** Keep the price differential between sections reasonable (\$10-20). Too low a difference (e.g. \$5) and a patron doesn’t see the comparative value of pricing tiers. Too high a jump (\$25+) and your highest price may scare people away.
- **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 1,200.

QUESTIONS? Please contact Ann Jensen, Box Office Manager (ajensen@ford.lacounty.gov, 323.856.5788).