



RENTAL RATES & POLICIES



Situated in a 32-acre regional park in the Cahuenga Pass, the Ford Theatres complex is one of the oldest performing arts venues in Los Angeles still in use. The Ford recently completed a transformational renovation and restoration project designed to enhance the guest and performer experience. Improvements include new lighting and sound package, a new two-level wood stage, new artist green room and dressing rooms, a new loading dock, a new sound wall to block noise from the 101 Freeway, a new concessions building with full kitchen, and a new 150-seat picnic and performance terrace. Visit fordtheatres.org for more info.

VENUE

The Ford's beautiful 1,180-seat outdoor amphitheatre is available for rental for performance from May thru mid-October. Daily Performance rate includes 12 hours of access to the entire venue and the standard configuration of patron areas. For more information about the venue and amenities please view the [Rental Deck](#). The Daily Amphitheatre Performance rates below include standard house staff, custodial staff, security, and shuttles for patron parking.

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|--|----------|----------|
| Standard Daily Amphitheatre Performance | \$12,000 | 12 hours |
| Non-Profit Daily Amphitheatre Performance | \$10,500 | 12 hours |
| Standard Daily Tech/Rehearsal | \$5,000 | 12 hours |
| Non-Profit Daily Tech/Rehearsal | \$4,250 | 12 hours |
| Additional Hours (Performance Day) | \$1,000 | Per hour |
| Additional Hours (Tech/Rehearsal) | \$500 | Per hour |

TECHNICAL EQUIPMENT

Use of the Ford Theatres’ standard lighting package and front-of-house sound system is also included in the rates listed above, however all Ford equipment must be operated and handled by Ford Theatres production crew (see section “STAFFING” for labor rates). Information regarding the Ford Theatres lighting, sound and projection equipment can be found on the Ford’s [website](#). The following charges shall apply for use of Ford Theatres equipment that is not included in the standard package:

| | | |
|----------------------------------|---------|----------------------------|
| Monitor System | \$1,300 | Per day |
| Moving Lights* | \$100 | Per day for each (6 total) |
| Small-Format Audio System | \$300 | Per day |

**Note: Price is for use in the Ford’s repertory plot. If moving lights need to be repositioned, there will be additional crew costs for move and restore.*

STAFFING

Production: All Ford equipment must be operated and handled by Ford Theatres technical crew. Technical crew is scheduled by the Ford Theatres Production Manager or designee as needed and billed to the Licensee according to the rate schedule below. These rates, applicable on both rehearsal and event days, are for set-up, rehearsal, event, strike and restore. Lessees may bring in their own equipment and crew but must pay for a minimum crew of six Ford Theatres production leads to be onsite during all hours of occupancy. Ford Theatres crew are required to arrive an hour before the Licensee arrives to setup, and typically stay up to an hour after the Licensee leaves for load out.

Front of House and Security: The standard house staff consists of house managers, ushers, ticket takers and back gate staff appropriate to ensure that patrons and artists are safe and receive excellent customer service. The security staff includes one supervisor and an eight person team who are scheduled for a minimum of four hours per shift. If additional hours or house staff or security personnel are required or otherwise deemed necessary by the Ford Theatres Event Services Manager in consultation with the Ford Theatres Managing Director, Licensee will be responsible for paying the additional costs billed according to the following rates below.

| Staff | Base Rate Each 4 hour min | Overtime Rate 8 to 12 hours | Doubletime Rate 12+ hours |
|-----------------------------|------------------------------|--------------------------------|------------------------------|
| Production Stage Supervisor | \$43/hour | \$64.50/hour | \$86/hour |
| Sound Monitor Engineer | \$43/hour | \$64.50/hour | \$86/hour |
| House Audio Engineer | \$43/hour | \$64.50/hour | \$86/hour |
| Master Electrician | \$43/hour | \$64.50/hour | \$86/hour |
| Other Technical Crew | \$30/hour | \$45/hour | \$60/hour |
| Unarmed Security Guard | \$40/hour | \$60/hour | \$80/hour |
| Additional House Staff | \$20/hour | \$30/hour | \$40/hour |

TICKETING

Licensee can choose one of the three options below to meet their ticketing needs. The Ford will charge a \$4.00 facility and programming fee per ticket issued by Licensee, regardless of the ticketing option. Fee proceeds go toward a fund for the maintenance and repair of this historic facility and future programming at the Ford.

Selling general seating tickets is not allowed. All tickets must be sold with assigned seating. For a seating chart please visit the website [here](#).

OPTION 1: Licensee Utilizes Approved Third Party Ticketing System

Ticketing: All ticketing systems, maps and sample tickets must be approved by the Ford box office prior to selling, printing or issuing. The Ford must be given 32 complimentary tickets, indicated on the Ford Amphitheatre seating map. Licensee is responsible for distributing the Ford's standard preshow venue information to patrons at least 48 hours prior to event. Email should include links to parking information on FordTheatres.org.

Staffing: Licensee must fully staff the box office with a minimum of two people the night of the event. Licensee must bring devices with access to the online ticketing system of Licensee's choice. Online ticketing system must be accessed via Licensee's own wifi hotspot (the Ford Theatres does not have public wifi). A Box Office Manager will be on site to supervise box office activities.

Fee: \$2.50 facility fee per ticket issued and \$1.50 programming fee (as documented in official report from Licensee's ticketing system)

OPTION 2: Ford Builds Event and Licensee Sells Hard Tickets

Ticketing: Ford Theatres box office will build the event in its ticketing system after one two-hour consultation with box office staff to finalize seating plan. All tickets in the house— except for 32 complimentary tickets to be retained by the County—will be printed and issued to Licensee for Licensee to sell. Event will not be included on FordTheatres.org and Licensee may not list Ford Theatres box office phone number on its website or any print or digital collateral promoting the event. Licensee is responsible for distributing the Ford's standard preshow venue information to patrons at least 48 hours prior to event. Email should include links to parking information on FordTheatres.org.

Staffing: Licensee must staff the box office with a minimum of one person the night of the event to manage Will Call and questions regarding sold tickets. Unsold tickets must be returned to Ford box office staff at load-in; they will be returned to the ticketing system and made available for sale at the window. Two Ford box office cashiers will be provided to manage night of event cash and credit card sales for any unsold seats. A Box Office Manager will be on site to supervise box office activities.

Fee: \$2.50 facility fee and \$1.50 programming fee per ticket sold in advance (as determined by TICKETSage report after unsold ticket returns) + \$580 ticket printing fee

OPTION 3: Licensee Utilizes Ford Box Office System

Ticketing: Ford box office will build the event in its ticketing system, TICKETSage. Includes one, two-hour consultation with box office staff to finalize seating plan design. Ford Theatres will embed \$2.50 facility fee and \$1.50 programming fee in the face value of each ticket, to be paid by the patron. Ford marketing department will build an event page for your show on FordTheatres.org. Event page will include a main photograph, photo gallery of up to five additional photographs, YouTube plug-in, MP3 plug-in and description. Tickets will be available for sale via FordTheatres.org and Licensee will be sent a web link URL for Licensee's website Licensee has the option to sell tickets on consignment. Consignment tickets must be processed through TICKETSage, the Ford Theatres web-based ticketing system. Licensee must be trained by the Ford Theatres Box Office Manager on how to sell consignment tickets through TICKETSage, if Licensee intends to sell tickets on consignment. Only 150 unsold consignment tickets may be held by the Licensee at any time. Consignment ticket prices must include a \$2.50 facility fee and a \$1.50 programming fee which will be collected from Licensee at time of settlement. Licensee agrees that any consignment tickets sold by Licensee for Event will be sold using the Ford's ticketing system, and by no other third-party services including, but not limited to, credit card processing services such as Square, payment services such as Paypal, other online ticketing systems, or through Licensee' or other affiliated websites, without prior

written approval by the Ford Theatres Managing Director. The use by Licensee of third-party services to sell tickets on consignment will constitute a material breach of this Agreement. Ford will email the Ford's standard preshow venue information to patrons at least 48 hours prior to event.

Staffing: Ford box office staff will sell your event via phone and window during Ford business hours (Tues-Sat, 12-5:00 p.m.) and will email you weekly sales reports and, seven days before your event, daily sales reports. The night of the event, two Ford box office staff will manage Will Call and window sales via cash and credit card. If consignment tickets have been sold, Licensee must have an on-site representative to answer ticketing questions.

Fee: \$2.50 facility fee per ticket issued and \$1.50 programming fee + \$900 ticketing services fee.

FRONT OF HOUSE

Opening the House: The gates to picnicking areas are opened two hours prior to Event start time. Amphitheatre doors are opened ninety minutes prior to Event start time.

Merchandise Sales: Licensee's merchandise (CDs, T-shirts, videos, etc.) may be sold on the day of the event. Merchandise vendors must sign an acknowledgment form that indicates that they will be solely responsible for filing all sales tax revenues with the State of California. Licensee will pay to Ford Theatre Foundation 10% of gross sales of media merchandise (including but not limited to CDs and DVDs) and 20% of gross sales of all other merchandise (including but not limited to apparel and other branded merchandise). Percentage owed to Foundation must be paid to Ford Theatre Foundation the night of the Event.

Pre- and Post-Show Activities: All pre-show activities, receptions and beverage sponsorships must be approved in advance by the Ford Theatres Event Services Manager. Due to stacked parking at the Ford Theatres, no post-show receptions, parties or other events are permitted on site.

Food at the Ford Theatres: Patrons are permitted to bring food and non-alcoholic beverages onto the premises and inside the amphitheatre for personal consumption.

Prohibited Items: Patrons are not permitted to bring the following listed items into the facility. Bag checks by security staff take place at the front entrance gates for every Event.

- Smoking of any kind (includes E-Cigarettes, Vaping)
- Alcohol and/or controlled substances (Alcohol may be purchased inside.)
- Glass (including drinking glasses) and aluminum cans, regardless of content
- Reusable liquid containers of any kind
- Weapons of any kind
- Cameras with detachable lenses
- Any form of camera stand (monopods included)
- Selfie sticks
- Audio/video recording devices
- Computer tablets
- Laser pointers
- Drones
- Umbrellas

Smoking: Smoking is not permitted anywhere on the Ford Theatres premises. Licensee will not smoke or permit Licensee's staff, subcontractors, artists, volunteers or any other personnel associated with the Event to smoke on site.

SHOW LENGTH

Except as expressly authorized in writing by the Ford Theatres Managing Director in advance of the Event, no Event may exceed three (3) hours in total length. 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 billed at the time of settlement. All performances/amplified rehearsals must end by 11:00 P.M. Strike and restore, as well as blocking/non-amplified rehearsals, or lighting focus may continue after this time.

PARKING

The Ford Theatres parking lot is managed by the Hollywood Bowl. All artist, producer and patron vehicles are stack parked. Licensee will receive 15 complimentary parking passes per event in our stacked artist parking lot. Additional passes may be purchased from the Box Office. Parking will be available on a first come, first served basis. Licensee's artists and staff must park in areas designated by parking lot attendants.

Patrons may also choose to park in our non-stacked off-site parking structure and take our free shuttle service to and from the theatre. A standard fleet of four shuttles for ingress and six shuttles for egress are ordered for each show. If additional shuttles are required or otherwise deemed necessary by the Ford Theatres Event Services Manager in consultation with the Ford Theatres Managing Director, Licensee will be responsible for paying the additional cost of \$275.00 per shuttle.

There is also the option of hiring Department of Transportation to support egress of patron vehicles from the site; turning out of the lot from Cahuenga Blvd is challenging due to the blind curve and DOT can be helpful for patron safety. If Licensee opts to hire DOT, Licensee will be responsible for paying the additional cost of \$900 for the event.

CONCESSIONS & CATERING

The Ford Theatres concessionaire, [Crumble Catering](#), holds the exclusive contract to provide concessions, catering and reception services for all Events held at the Ford Theatres, and operates the venue's alcohol license. Menu available upon request. Reception attendance depends on occupancy limit of the Ford Theatres reception area chosen by Licensee, the maximum being 100 guests. Larger occupancy must be approved in writing by the Ford Theatres Managing Director. All alcohol sold or served to the public, including in connection with receptions hosted by Licensee, must be managed by the Ford Theatres concessionaire.

SPONSORSHIP & MARKETING

The Ford offers the following potential sponsor benefits for your event.

- Placement on the Electronic Billboard (\$450, 4 frames the week of event)
- Placement on Fordtheatres.org (\$150 for ticketing Options 1 or 2; included in Option 3)
- Recognition at the Theatre via banners, gobos, on tickets or with promotional product display.

Any and all advertisements and promotional materials Licensee creates for its Event at the Ford including, but not limited to, postcards, flyers, posters, digital banners, printed or digital advertisements and other promotional digital or printed materials must be reviewed by the Ford Theatres Marketing Manager prior to publication/distribution. Printed collateral such as postcards, flyers and posters must include the Ford Theatres branding strip.

MUSIC LICENSING

The County holds agreements with performance rights licensing agencies American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Incorporated (BMI). These agreements set rates of payment to ASCAP and BMI for the non-dramatic use of music in the ASCAP and BMI libraries at the Ford Theatres. To administer its agreements with ASCAP and BMI, the County shall withhold from the Licensee's gross box office sales payments to ASCAP (0.8%) and BMI (0.8%) and make required payment to ASCAP and BMI on Licensee's behalf for non-dramatic use of ASCAP and BMI music in Licensee's event.

VIDEO AND AUDIO RECORDING

Licensee has permission to audio record and/or video record the licensed event 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 news or promotional features for television or radio broadcast. For archival recordings with three (3) or more cameras, Licensee will be charged an origination fee of \$3,000. If Licensee intends to record for commercial purposes, including but not limited to production of a commercial CD or DVD, offering full or partial recording on a streaming or on-demand music or video service, or offering the recording as sponsored content for commercial payout, or if any portion of Licensee's permitted recording(s) is later used for wider commercial use or any other type of commercial distribution through any media, including those not yet invented, Licensee will be responsible for paying an origination fee of \$3,000 and will be required to sign a Commercial Recording Agreement with, and acceptable to, the County.

DATE HOLD POLICY

You must take the following steps to book a date on the Ford's calendar:

1. Complete and submit the Rental Application online [here](#). Submission and approval of a rental application does not constitute a confirmed rental, but will allow you to place and challenge holds on the Ford's calendar. Applications should be submitted no later than 60 days before the first date of occupation you are applying for. Additional information will be required if your application is accepted concerning your organization, event and use of facility.
2. Ford Theatres staff will review and inform you if your application is approved.*
3. If approved, you may submit holds on available dates on the Ford Theatres' calendar. Holds are placed on a first come, first served basis and numbered in the order received (i.e. first hold, second hold, third hold, etc.)
4. After your hold(s) is placed, you must schedule a meeting with the Ford Theatres Production Manager and Program staff to discuss technical and event needs and review the Ford's rental policies. The Ford's Production Manager will then generate a production crew estimate.
5. Once you receive your production estimate and total rental cost estimate from Ford staff and understand all the costs associated with renting the Ford, you may confirm your date.
 - If you have a first hold on a date, you can confirm your date by placing a nonrefundable \$1,000 deposit. After receipt of the deposit, Ford staff will generate a contract for signature to book the date and clear all later holds.
 - If you have a second or greater hold, you may challenge the earlier holds. Each hold placed before you will have 48 hours to confirm the date with a deposit or release the date. If all holds clear, a nonrefundable \$1,000 deposit will be due immediately and Ford staff will generate a contract for signature to book the date.
 - No date will be considered booked until full execution of the rental contract.

****Proposed events must fall within the Ford's technical and operational capabilities, as determined by Ford Theatres staff. Successful applications will demonstrate a strong background in producing, the skills and team necessary to bring events to fruition from all producing aspects, and the ability and willingness to communicate with Ford staff, provide and receive constructive feedback, and meet production deadlines. The Ford Theatres reserves the right to decline rental applications for any reason.***

DEPOSITS & PAYMENT

A nonrefundable \$1,000 deposit is required to secure a date on the Ford's calendar. Full cost deposit of payment covering the rental fee and estimated production crew costs is due 30 days in advance of the first use of the theatre. If applicable, a deposit for the estimated facility/programming per ticket fee will be included in the full cost deposit as well. Additional deposits may apply. All reimbursable expenses will be billed after the event and are due within 30 days.

INSURANCE

As a licensee utilizing the facilities of the Ford Theatres, you must provide an insurance certificate, naming the County of Los Angeles as additional insured, no later than 30 days before the event.

CONTACT

Email: admin@ford.lacounty.gov

Phone: 323-856-5793

Address: 2580 Cahuenga Blvd. East, Hollywood, CA 90068

Website: FordTheatres.org