

**Complete either Box A or Box B depending on your preferred pricing setup.  
DO NOT fill out both.**

**A** For **SINGLE PRICING** Events, fill out this work table.

Tier/Level	Total Seats	County Comps*	#Ticketed Seats	Price**	Gross Potential*	% Sold***	Net Potential
Reserved	1180	52	1128		\$ -		\$ -
<b>TOTALS</b>	<b>1180</b>	<b>52</b>	<b>1128</b>		<b>\$ -</b>		<b>\$ -</b>

**B** For **TIERED PRICING** Events, fill out this work table.

Tier/Level†	Total Seats	County Comps*	#Ticketed Seats	Price	Gross Potential*	% Sold***	Net Potential
Tier 1	344	28	316	\$45	\$ 14,220	50%	\$ 7,110
Tier 2	388	24	364	\$35	\$ 12,740	50%	\$ 6,370
Tier 3	398	0	398	\$25	\$ 9,950	50%	\$ 4,975
VIP† (Optional)	50	0	50	\$70	\$ 3,500	50%	\$ 1,750
<b>TOTALS</b>	<b>1180</b>	<b>52</b>	<b>1128</b>		<b>\$ 40,410</b>		<b>\$ 20,205</b>

\*County Comp Tickets (32) and Media Comps (20) are required by the partnership contract and have been deducted.

\*\* 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

\*\*\*50% is the recommended percentage to use for budgeting. The average Ford event issues approximately 800 tickets but this includes student, group, subscription and other discounts as well as producer, County and media comps. If you elect to budget higher than 50% please explain why you anticipate a higher percentage in the notes section below.

† VIP is an optional higher-priced ticket, often paired with a reception or value-added item(s). If you plan to offer VIP tickets, please enter the qty in the Total Seats column and that number will automatically deduct from the Total Seats Column in either Reserved or Tier 1 (if doing reserved seating).

‡ Tier 1 is the highest price tier and Tier 3 is the lowest. Typically we recommend \$10-\$20 between price tiers.

**NOTES:** (feel free to use this section to make note of any reasoning for the numbers you have inputted above)

