



## GUIDELINES FOR YOUR TICKET GIVEAWAY

Ticket giveaways are an excellent way to leverage on-air or social media support from media outlets or other promotional partners and to develop future audiences. Following are some guidelines that will help make sure the giveaway happens smoothly.

### The Giveaway:

- Ticket giveaway arrangements are the sole responsibility of the producer and their PR representative.
- The number of tickets allotted for the giveaway must be covered by the producer's holds (of which there are up to 150), which should already be established with the Box Office Manager. Holds must cover not only the number of giveaway tickets, but also any sponsor tickets and all complimentary tickets for artists and other guests. We hold an additional 20 for your press.
- Ticket giveaways should be limited to small numbers (we recommend 10 to 20).
- Make sure your ticket giveaway outlet allows winners to pick up their tickets at the Box Office on the day of the show (at Will Call).
- If your media outlet insists on hard tickets to hand out, please contact the Box Office Manager in advance to set this up.
- **Please email the Box Office Manager Ann Jensen, [ajensen@ford.lacounty.gov](mailto:ajensen@ford.lacounty.gov), as soon as you arrange a giveaway, no later than 48 hours prior to your event.** Ticket giveaway winners often are given little information. So, the more prepared Box Office staff are, the better the patron experience.

### The Tickets:

- **Producers are responsible for tracking all giveaway tickets and submitting full winner information to the Box Office, on the Access and Comp List, 48 hours before your show.** It is important to get full names *and* email addresses so winners can be sent a reminder email with pertinent information on the show and venue.
- The winners' complimentary tickets will be available for pick up at Ford Will Call two hours prior to show time. Any tickets not picked up 30 minutes prior to show time may be released and resold to the public.

If you have any questions, email the Box Office Manager Ann Jensen at [ajensen@ford.lacounty.gov](mailto:ajensen@ford.lacounty.gov).