

You must save a copy of this file onto your computer before filling it out to retain the information you input.

This is a 2-page document. Please fill out Page 1 first as it will calculate and auto-fill into the next page.

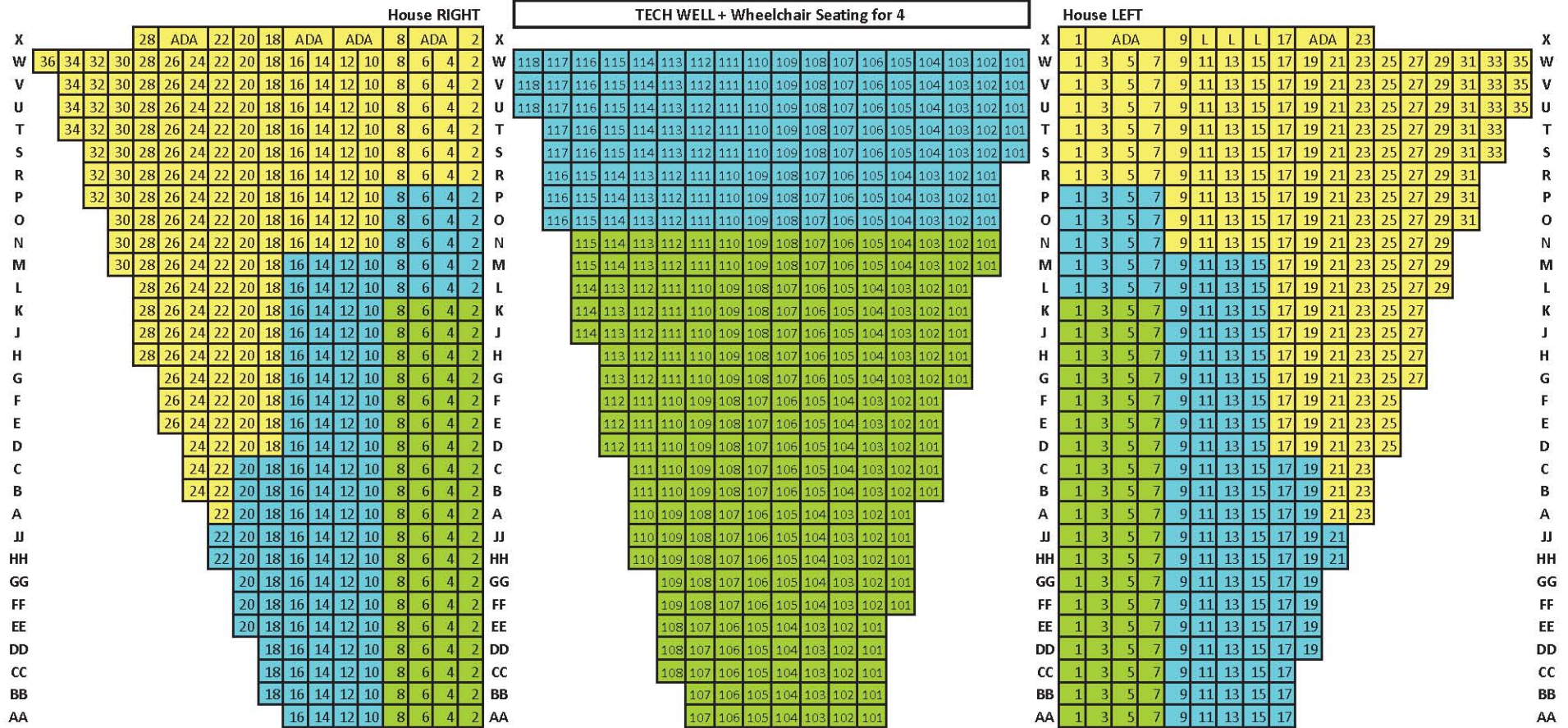
For this first page, fill out only section A OR section B (not both), depending on the type of seating you would like for your event.

<b>TICKET REVENUE WORK TABLE (Complete A or B below)</b>							
<b>A For GENERAL ADMISSION Seating Events, fill out this work table.</b>							
Tier/Level	Total Seats	County Comps	#Ticketed Seats	Price	Gross Potential*	% Sold**	Net Potential*
General Admission		52					
VIP*** (Optional)		0					
<b>TOTALS</b>							
<b>B For RESERVED Seating Events, fill out this work table.</b>							
Tier/Level	Total Seats	County Comps	#Ticketed Seats	Price	Gross Potential*	% Sold**	Net Potential*
Tier 1		28					
Tier 2	388	24	364				
Tier 3	398	0	398				
VIP*** (Optional)		0					
<b>TOTALS</b>							
*County Comp Tickets (32) and Media Comps (20) are required by the partnership contract and have been deducted.							
**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.							
*** 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 General Admission or Tier 1 (if doing reserved seating). Please Note: If you opt to have a VIP section, an additional fee of \$250 to accommodate additional staffing needs will automatically apply to your budget.							



# FORD AMPHITHEATRE

## Reserved Seating Scale



SECTIONS:	
Tier 1:	394 seats
Tier 2:	388 seats
Tier 3:	398 seats + ADA