

# GROUP SALES INFORMATION AND PROCESS

## Group Sales Guidelines

Although the Ford does not act as your personal sales agent, we can provide assistance through our group sales program.

(1) Emailing to producer's database:

If you have a database with complete contact information for group sales prospects we can do a targeted email blast to those prospects. It will promote discounts for groups of 8 or more people.

- Database must be in an excel spreadsheet (sample provided online)
- Database must have correct contact name, company or organization, contact phone and email
- Additionally, it is useful to have full address, city, state and zip information so that direct mailings can be made as needed

(2) Building up new prospects

In addition to groups who have previously attended your shows, you will be asked to provide contacts for prospective groups that may be interested in your upcoming show. This is a collaborative process between your organization and the Group Sales Coordinator.

**DEADLINE: All group leads must be received 60 days PRIOR to your event.**

**Ford group sales contact: Eve Childs Çakar, 323-769-2147, [echilds@arts.lacounty.gov](mailto:echilds@arts.lacounty.gov)**

## Group Sales Process:

Step 1- Meet with Eve just after your Box Office initial meeting in January.

Step 2- Brainstorm with your entire team.

- Think about who is performing and producing and what groups they may be involved with including leadership, professional, social, educational, volunteer or religious networks.
- Do your board members, staff, and key volunteers have connections in the community or to organizations that might be interested in bringing a group?
- Who do you know that can reach out to a younger crowd?
- Who do you know that can reach out to an older crowd?
- Do you work with or provide services to groups during the year such as senior homes or children's groups?
- Are there any other large institutions such as museums or service organizations who might like to offer a discount to their membership?

*TIP: Try to have a familiar person make the initial solicitation on behalf of your production at the Ford.*

Step 3- Research

- Research local groups above and try find a direct contact and connection to them.
- Try to collect contact information for who is in charge of programming, events or who will be the chosen group leader.
- Provide all of this information to the Ford Box Office in an excel spreadsheet.
- If you find it appropriate, write a brief and individualized pitch for special group or community that will fit with your regular description. For example, one sentence geared towards the LGBT community and one to the Jazz Music Lovers Association.

Step 4- Pass it on

- Try not to become bogged down in the details of making a deal or getting a group to your show. Pass information along to the sales coordinator.
- Continue to send prospective group contacts to Eve throughout the summer.
- Let us know in advance if you have special requests for VIPs or certain groups.