

FREQUENTLY ASKED QUESTIONS

What ticket price should I choose for my event?

When deciding upon a ticket price, producers need to be aware of (a) the ticket buyers and their price sensitivity and (b) the event's costs and the amount of revenue (ticketing or from other sources) needed to cover these costs.

Historically, Ford event base ticket prices range from \$20 to \$45. Average attendance for a Summer event is 50%-60% capacity. Figure accordingly. **Please reference the [Ticket Pricing Guidelines and Suggestions](#) for more details before you budget ticket sales.**

* Remember: Basic ticket pricing must be determined upon submission of your Ticket Setup form, no later than January 15nd, 2012. The only change permitted after that time is for discounts. (If you need an extension, please confirm with the Box Office Manager)

Can I offer more than one ticket price?

The Ford recommends one base ticket price to simplify the patron's decision process and to speed up Box Office operations. If the event is General Admission seating, you may choose to offer VIP seating as a way to increase revenue. For reserved seating events, you have the option of offering 1, 2 or 3 tiered pricing. These seating maps are preset in the ticketing system and cannot be changed by producers. **Please reference the [Ticket Pricing Guidelines and Suggestions](#) for more details before you budget ticket sales.**

*Remember, there is truly not a bad seat at the Ford and the last row of seating is only 96 feet from the stage!

What is the Early Buyer Incentive?

Partnership shows are strongly encouraged to price their tickets with a \$5 incentive for patrons to buy early. For example, if a tickets normal price is \$25, use that as the **Advanced Regular Price** and add \$5 to make a **\$30 Regular Price** ticket the week of the show. This has proven to be an effective tool in getting patrons to commit and buy early, reducing the need to producers to give away comps. **Please reference the [Ticket Pricing Guidelines and Suggestions](#) for more details before you budget ticket sales.**

Should I have reserved seats or general admission?

Seating depends on the nature of the event. For some types of events, such as classical music, audiences are most familiar and comfortable with reserved seating. Reserved seating is also recommended for events where close proximity to the stage is a large draw, such as cabaret or jazz shows, which may motivate patrons to buy tickets early for a great location. Any events where the audience may be motivated to dance around their seats, such as world music, should be general admission to allow for easier movement of patrons. Also, when choosing General Admission seating, you may choose to offer VIP or premium seating as a way to increase revenue. **Please reference the [Ticket Pricing Guidelines and Suggestions](#) for more details before you budget ticket sales.**

*Remember: If you are planning to sell consignment, general admission is much easier to regulate to avoid breaking up or mismatching parties.

When do tickets go on sale?

The Ford Season will be announced in early April. At that time, tickets go on sale through the Box Office and the Ford Theatres website. You may also pick up consignment tickets at that time.

What are the summer Box Office hours?

During the Summer Season, the Box Office is open Tuesday through Sunday (closed Mondays). On non-performance days, the Box Office is open from 12 noon to 5 pm. On performance days, the Box Office is open from from 12 noon to 5 pm and then re-opens 2 hours before show time. The windows will remain open until 30-minutes after performance start-time. If your audience base or event type requires the Box Office to be open later than 30-minutes into the show, notify the Box Office Manager at least 2 weeks before your event to allow for scheduling adjustments.

Where can patrons buy tickets?

- Box Office phone orders: 323.461.3673 (payable by credit card)
- Box Office mail orders: Ford Theatres Box Office, 2580 Cahuenga Blvd. East, Hollywood, CA 90068 (payable by check* or CC)
- Box Office fax orders: 323.871.5904 (payable by credit card)
- Box Office window: (payable by cash, check* or credit card)
- Internet: www.FordTheatres.org (payable by credit card)

* Check payments must be received at least 10-days prior to event.

Does the Box Office charge a handling fee?

- Window transactions: no handling fee
- Phone, mail or fax single-ticket orders: \$3.00 per ticket
- Internet single-ticket transaction fees vary by event, ranging from \$1.50 to \$5.50 per ticket, and are dependent on base ticket price for the event
- Group orders and season subscriptions: \$10.00 per order (flat)
- Internet group orders: \$10.00 per order (flat)

For more information on fees please reference [Ticket Printing Fees](#).

* Remember: Please include handling fee information in all your publicity.

Can I have discount prices for my event?

Yes. As a partner, there are some discounts automatically built in while others are up to you. **Please reference the [Discount Ticket Guidelines](#) for more details before you budget ticket sales.**

Can I add extra discounts later?

Yes. Please notify the box office at least 10-days before you want it go on sale and there is a limit of 3 additional discount offers per show.

Does the Ford have a group ticket rate?

Yes. The group discount is 10% for groups of 8 to 15 and 20% for groups of 16 or more. Producer may choose whether or not to allow this discount. To order group tickets, patrons may call the Box Office or order online through the Ford's Website.

Please reference the [Group Sales Information and Process](#) for more details.

How many complimentary tickets can we get?

There is no limit to how many comps are issued for a show. However, the Box Office will determine a limit to print in advance and prefers to print comps at will call on an "as needed" basis. **Please reference the [Complimentary Tickets Guidelines](#) for more details.**

Can the Box Office hold tickets for me to buy or comp later?

It is highly recommended that producers block seats in advance of the on sale date. Upon submission of the Ticket Setup form, complete the "Producer Holds" section. Producers may not hold more than 20% of the house until four weeks prior to the event. Any additions or revisions to these holds must be in writing, preferably email. **Please reference the [Seating Holds](#) for more details.**

Are tickets exchangeable?

The Box Office policy is "no exchanges or refunds". Under special circumstances, subscribers or others may exchange their tickets and this is up to the discretion of the Box Office Manager.

How many complimentary parking passes do I get?

Producers receive up to 15 complimentary parking passes, which are issued by the box office. It is recommended that these be picked up at the time of your 30 day out production meeting so that you can distribute them to artists and crew in advance. Additional passes can be purchased if needed from the box office. **Please reference the [Parking Passes Information](#) for more details.**

What about Theatre Parties or Fundraising?

When other organizations purchase tickets at face value and sell them at a "mark-up", it is known as a Theatre Party. The purchasers of these tickets must be notified that the ticket is marked-up and the additional funds go directly to the non-profit organization. However, at no time may complimentary tickets be sold for any reason at any price.

How can I take tickets from the Box Office to sell within the community?

By consigning tickets, the producer can reach out into the community to sell hard tickets. You may also take orders for tickets you have on "producer hold" and bring those orders to the box office for processing. **Please reference the [Consignment Guidelines](#) for more details.**

*Remember: It is very important that the box office is aware of ALL tickets you are planning to sell and that they are either printed in advance or put on hold. The box office will not guarantee seating for tickets sold without written confirmation from the box office manager.

Also, even if you did not collect money for them, you are charged the same licensing fee rate on all paid tickets including consignment. Therefore, we strongly suggest you do not hand out paid tickets as comps and collect all money upfront if possible.

When do I get reports on ticket sales?

From the time tickets go on sale until your event, the Box Office will email a sales report once weekly to the person as designated on the Ticket Setup form. During the week of your event, you will receive daily updates on the sales report. Producers are responsible for tracking their own consignment sales which will be included in the gross totals reported. **Please reference the [Box Office Reports](#) section for more details and to learn how to read a box office report.**

*Remember: If additional people need to receive this sales report, please let the Box Office Manager know as soon as possible and they will be added. The box office will not release sales numbers to anyone who is not previously authorized on the Ticket Set-up form or via producer email. If you have staffing changes which effect communication with the box office between January and the time of your show, please notify the box office in writing as soon as possible. Also, we will not except directions regarding tickets from PR Agents, only the producers authorized personell.

When can I come to the Box Office to claim my held seats?

Email your request to the Box Office Manager and await a confirmation or a suggested rescheduling. Requests must be in writing and at least 24-hours in advance of pickup. Be certain to specify whether the tickets are to be complimentary or paid and at what prices.

*Remember: We are serving over 40 different producers throughout the summer so making appointments to visit the box office will prevent any delays in your personalized service. Also, please do not expect ticket-sellers to assist with complimentary or consigned ticket transactions. Address all requests to Box Office Managers only.

Can artists call directly to the Box Office to order their comp tickets?

No. Complimentary ticket requests will be authorized only when submitted by the event producer. All comp ticket requests must appear in an excel list prior to the distribution of complimentary tickets. This excel list is to be alphabetized by last name and maintained by the producer. A finalized comp list must be provided to the Box Office Manager 48 hours prior to the event. Last-minute comp requests may be accommodated but cannot be guaranteed. **Please reference the [Will Call Policies](#).**

Can I arrange for CODs at the window?

All orders must be paid in full in order to reserve tickets; the Box Office does not hold CODs in will-call. If you anticipate this potential for unpaid consigned tickets, plan on having a representative come to the box office for will call. **Please reference the [Will Call Policies](#).**

Can I leave tickets at will call?

You may leave tickets at will-call for the Box Office staff to distribute. Please place them in the small envelopes (approximately 3"x6.5") and legibly print the last name first, then first name. The Box Office is not liable for anything placed in the ticket envelopes, so please only include the Ford tickets for your event. If your will-call requires special treatment (such as pending requests for donations or unique ticket distribution), a representative is required to be in the box office or be reachable by phone. The Box Office will not collect payments or donations from patrons on your behalf.

*Remember: Your performers will not be available by cell phone or near the front gates during the two hours prior to curtain when guests are arriving. For this reason, please ask all crew, performers, volunteers and anyone else associated with the production (including producers!) to leave their guests tickets at will call with the guests name on them.

Please reference the [Will Call Policies](#).

Can a representative of the producer be in the Box Office at show time?

The Box Office staff is trained to deal with ticketing and patrons and abides by the strict Ford policies for will-call and comp lists. If, due to the nature of the audience, language preferences, or VIP/ Press need special handling, it may be necessary for a representative to be in the Box Office, they must arrive at least two-hours prior to curtain. The producer must authorize this representative to clarify comp requests and will-call tickets and this representative must not distract the Box Office employees or hinder their ability to perform their work tasks. The Box Office Manager should be notified at least 48 hours in advance if an event representative will be in the Box Office at show time. **Please reference the [Will Call Policies](#).**

What happens if tickets are lost?

If tickets are distributed before your event, please track all consigned and complimentary tickets in excel format with names and seat locations (or number of tickets for general admission). If necessary, we will issue replacement slips for the exact same seats to be left in will-call for day-of-show pickup; upon issuance, the original tickets are no longer considered valid and anyone attempting to use an invalid ticket may be denied entry or ejected from the theatre. We cannot issue replacement tickets without the tracked ticket distribution list.

My show isn't selling. How can I paper the house?

*Remember: Our communications department is here to help! They may have ideas on how to generate last minute sales. Before you decide to paper, please contact both communications and the Box Office Manager.

Please consider that ticketing trends at the Ford and across the nation are showing a greater tendency towards last-minute buying. Review your weekly sales reports for an accurate status of ticket sales for your event. Should you decide to paper, determine how great of scale you would like to paper at least 2-3 weeks before your show the house and we will contact non-profit organizations or papering services. The Ford Theatre Foundation outreach program may assist by bringing youth and community centers to the event. Outside of these established contacts, the Box Office will not paper the house on your behalf. Papering must be authorized by the box office manager so that we can confirm seats and numbers.

Can I use "Half-Price" websites to help my sales?

The Ford has seen success with Goldstar Events, LA Stage Alliance's Web Tix and Stubdog. If you would like to work with a different company, you must discuss this with the Box Office Manager in advance. The producer is to be in direct contact with and will receive the payment check from these companies and the Box Office will consider these as consigned tickets. If you decide to offer tickets through any secondary ticket agency, it is necessary to alert the Box Office Manager the number of tickets being offered and ticket price(s). You must notify the Box Office Manager of any changes to the number or price of the tickets being offered. Please discuss with the secondary ticket agencies and the Ford Marketing department strategies for best utilizing this resource without cannibalizing upon full-price ticket sales. **Please reference the [Discount Ticket Guidelines](#) for more details**

Can I use wristbands or backstage passes instead of tickets?

Every person must have a ticket in hand to enter the amphitheatre. With the exception of performers, technical crews and your immediate production staff, no one is authorized to enter the grounds of the facility without a ticket. Backstage passes will not permit admission into the seating area of the amphitheatre but may grant admission into other areas of the theatre, such as the artists' entrance or backstage, as agreed by the event producer and the Ford House Management and Production. A list of the individuals who will be allowed backstage must be provided prior to the performance day. If your staff and artists need to get into the house for any reason, please issue them comp tickets.

Can I get a list of all the patrons who bought tickets for my show?

Contact the Box Office Manager by email anytime after your show is over to be provided an excel list of your patrons. We also recommend that you track your consignment sales very carefully and add those names to your database. Producers who sell over 20% of tickets through consignment are asked to share that patron data with communications. **Please reference [Patron Data Policies](#) for more information.**

Who should I contact if I have more questions?

Box Office Manager & Group Sales
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323.769.2147

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