

# DEADLINES KEYED TO YOUR EVENT

2010 Ford Amphitheatre Summer Season

Mela, Inc.

October 14-15, 2010

## Deadlines for Contracts, Marketing Plans & Postcards

		<u>Recipient</u>
February	Submit signed Ford licensing agreement	Heather
Postcard Group B: For those events that fall between <i>August-October</i>		
May 5	Submit information, additional artwork & sponsor logos	Priscilla
May 28	Postcards at mailing house and available for mailing	

### Other Deadlines Beginning 16 Weeks Prior To Your Event:

**These deadlines are approx. If a deadline lands on a weekend day, please submit the item the Friday before**

<u>Due Date</u>		<u>Item</u>	<u>Recipient</u>
6/25/2010	(16 wks prior)	Schedule Group Sales meeting & submit group prospects	Eve
8/20/2010	(8 wks prior)	Submit draft of press release for approval	Priscilla
9/3/2010	(6 wks prior)	Mail/Email approved press release* to media *Please e-mail to Priscilla and Breanna	N/A
		Submit any multimedia for web site	Priscilla
9/17/2010	(4-6 wks prior)	Mail/Email event postcards	Ford's mailing house (for snail mail)
9/15/2010	(30 days prior)	30 day Production and Event Logistics meeting:	Arthur, Bill, Tyler
		• Review / revise production schedule & estimate;	
		• Submit all fire permits	Arthur
		• Clarify all technical riders and production info	Arthur
		• Pick up parking passes	Bill
		• Verify production contract info including producers, stage, managers, production coordinators and (if applicable) video taping personnel	Bill
		• Finalize Reception Plans	Bill
		• Clarify backstage list	Bill
		• Clarify special Front-of-House needs (late seating, vendor set-up, extra staffing, security, merchandising sponsor promotions, including location, scope, signage, displays, etc.)	Bill
		• Submit draft of program insert & receive approval	Priscilla
		• Research vendors to print program insert	Vendor
9/24/2010	(3 weeks prior)	Submit information for electronic sign	Communications Dept.
		Assess need for special offers, papering	Breanna
10/1/2010	(2 weeks prior)	Submit APPROVED program insert to print vendor	Vendor
10/8/2010	(1 week prior)	Phone meeting with Event Services Manager	Bill
		Submit Backstage Access List	Bill
10/13/2010	(2 wking dys prior)	Submit press comp list & ticket giveaway winners	Communications Dept.
		Submit producer comp requests	Breanna
10/15/2010	(by 2pm day of)	Merchandise delivered	Bill
		Banners delivered	Bill
		Production Coordinator meets with Bill	Bill
		Submit final all-access, greenroom and parking lot lists	Bill

### ***EVENT!!!***

**One Week After Event:** Participant's Evaluation Form emailed and event settlement prepared (Ford submits request for payment check to county accounting) Contact Elizabeth.

**Three Weeks After Event:** Settlement check available for pick-up or mailed to event producer upon receiving Participant's Evaluation Form. Contact Elizabeth.