

DEADLINES KEYED TO YOUR EVENT

2010 Ford Amphitheatre Summer Season

Grandeza Folk Ballet

August 28, 2010

Deadlines for Contracts, Marketing Plans & Postcards

<u>Due Date</u>	<u>Item</u>	<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		
5/8/2010	(16 wks prior) Schedule Group Sales meeting & submit group prospects	Eve
7/3/2010	(8 wks prior) Submit draft of press release for approval	Priscilla Refer to "Marketing & PR" tab in Artist Workbook, "Season Sponsor" section
7/17/2010	(6 wks prior) Contact KPFK to schedule an appointment for PSA Mail/Email approved press release* to media *Please e-mail to Priscilla and Breanna Submit any multimedia for web site Submit <i>LA Weekly</i> ad reservation (if applicable)	N/A Priscilla Refer to "Marketing & PR" tab in Artist Workbook, "LA Weekly" section
7/31/2010	(4-6 wks prior) Mail/Email event postcards	Ford's mailing house (for snail mail)
7/29/2010	(30 days prior) 30 day Production and Event Logistics meeting: • Review / revise production schedule & estimate; • Submit all fire permits • Clarify all technical riders and production info • Pick up parking passes • Verify production contract info including producers, stage, managers, production coordinators and (if applicable) video taping personnel • Finalize Reception Plans • Clarify backstage list • Clarify special Front-of-House needs (late seating, vendor set-up, extra staffing, security, merchandising sponsor promotions, including location, scope, signage, displays, etc.) • Submit draft of program insert & receive approval • Research vendors to print program insert	Arthur, Bill, Tyler Arthur Arthur Bill Bill Bill Bill Bill Priscilla Vendor
8/7/2010	(3 weeks prior) Submit information for electronic sign Assess need for special offers, papering	Communications Dept. Breanna
8/14/2010	(2 weeks prior) Submit APPROVED program insert to print vendor	Vendor
8/21/2010	(1 week prior) Phone meeting with Event Services Manager Submit Backstage Access List	Bill Bill
8/26/2010	(2 wking dys prior) Submit press comp list & ticket giveaway winners Submit producer comp requests	Communications Dept. Breanna
8/28/2010	(by 2pm day of) Merchandise delivered Banners delivered Production Coordinator meets with Bill Submit final all-access, greenroom and parking lot lists	Bill Bill Bill 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.