

Partnering with ExperienceLA (XLA)

ExperienceLA is a FREE public service that exists to serve its partners and the greater L.A. community. By becoming a partner, you will join the more than 2,000 organizations in the L.A. region that feed data on their cultural, recreational and lifelong learning offerings to ExperienceLA.com. Through the site, partners receive exposure to a broadly-based user group averaging 30,000 unique visitors per month.

What ExperienceLA offers

- **Exposure to people looking to explore L.A.**

Based on the 2008 annual XLA user survey:

- 77% of survey respondents were more likely to visit new areas/communities in LA from using the website
- 74% of survey respondents said they were more likely to try out new forms of arts, culture and entertainment from using the website
- 57% of survey respondents said they were more likely to become a more active arts/culture person from using the website
- 40% of survey respondents use XLA on a weekly basis as a resource for events and activities in Los Angeles County

- **Promotion for your event**

- *Event calendar/event listing.* The calendar is hosted at ExperienceLA.com, and fed to other sites. Currently: KJAZZ, Wilshire Grand Hotel, and LA Inc's discoverlosangeles.com
- *Ad placement opportunities* for your event throughout the XLA site
- *Create special ticket giveaway/discount packages* that rotate on the ExperienceLA.com homepage for even more exposure
- *Customized promotions* for exclusive exposure
- *Communication through the XLA social network:* Twitter, Facebook, Myspace, Flickr and Youtube

- **Additional support**

Tell us why you think XLA should spotlight your event on:

- "What's Hot in LA" section
- XLA Blog: <http://blog.experientela.com>
- XLA selected events broadcasted on Santa Monica CityTV/County Cable, reaching approximately 125,000 homes
- Our weekly Cultural e-Newsletter reaching approximately 8500 subscribers

- **Online presence** – If you don't have an online presence, becoming a partner with XLA allows you to have a permanent Web destination to send your audience to for more information about your organization or business.
- **RSS Technology** – All XLA partners have access to a partner-specific RSS feed that will provide their subscribers with up-to-date information on upcoming events.
- **Technical assistance** – Our staff is available to assist you with any technical questions related to the site, or your personal ExperienceLA.com account (info@experientela.com).

We are always open to brainstorming new ideas with our partners as well. Please contact an XLA staff member for more details (staff@experientela.com).

What you can do

Keep ExperienceLA.com a free service! Help us create awareness for the site by:

1. **Linking back:** This is one of the easiest ways you can help promote our site and, by extension, your organization. Place our logo or a link for XLA on the homepage or other prominent page of your organizational and/or event specific website. If possible, some words to the effect of “To Find More Great Events in LA, go to www.experienceLA.com.”

You may find logos and link information at <http://www.experiencela.com/xlalogo.htm>.

2. **Including XLA in your publications:** Another option is to mention XLA in an upcoming newsletter, email blast, brochure, postcard or other promotional piece. Your constituents will appreciate knowing about where they can search a wide range of event options.
3. **Participating and Spreading the Word:** Become an active XLA partner by regularly submitting events and/or keeping your profile current. Talk up XLA as THE place to find out what to do and how to get there. The greater the awareness of XLA, the better we can serve you as a media outlet.

We are open to discussing other ideas as well. Please contact staff@experiencela.com if you have other ideas to suggest.

Become an ExperienceLA partner

Step 1: Check

Make sure your organization is not already a partner! View the **ExperienceLA Partner Directory** <http://www.experiencela.com/About/partnerdirectory.asp>

Step 2: Create a profile

Complete the **Partner Application*** at <http://www.experiencela.com/apply.asp>.

** This is NOT an event submission form. This application is for creating your partner account.*

Step 3: Approval

Once your account has been approved, you will receive instructions (including a username/password) on how to complete your profile and add events to the calendar!

Step 4: Add

Add an **ExperienceLA.com logo** or link to your website. It is a requirement of becoming an XLA partner!

Step 5: Keep adding

Don't just stop at just one event! Keep adding your events to our calendar. The more you do, the more you increase your exposure.

Step 6: Pitch us

Tell us why you think your event deserves extra spotlight attention from XLA on the homepage “What’s Hot” feature, in our weekly newsletter, on the XLA Santa Monica/County Cable TV slides, and reviewed on our blog.

Our ExperienceLA staff can assist with any questions you may have. Please contact staff@experiencela.com. Thank you for your interest in becoming an XLA County Directory partner. We look forward to working with you and promoting your events!