

# Ford Amphitheatre Winter Season Partnership Program

## MARKETING PLAN & BUDGET

**PARTNER:**

**TITLE OF PROGRAM:**

**DATE OF PERFORMANCE(S):**

### TOP MARKETING GOALS:

Examples: to grow our audience by 25%; to reach out to audiences outside our culture/discipline; to raise the awareness of our group/this style of art/this culture to Los Angeles as a whole; to increase our social media visibility.

1.

2.

3.

### TARGET AUDIENCES

### WHEN APPROACH (# weeks from opening)

Current Ticket Buyers (groups who make up your core audience(s)):

1.

2.

3.

4.

5.

What types of promotions have been successful in attracting them in the past?

1.

2.

3.

4.

5.

## CROSS PROMOTIONAL OPPORTUNITIES

## WHEN APPROACH?

**[Inside] the Ford partners whose audiences/program relate to your event**

(same discipline/rooted in same culture/similar theme?)

1.

2.

**Other organizations whose audiences/programs relate to your event**

(Same interest in your theme, cultural roots or artistic discipline, or fans of one of your artists. Examine all angles. Note: These are also group sales candidates.)

1.

2.

3.

4.

5.

## MARKETING TOOLS

This section is designed to help you determine your promotional needs and how to fulfill them. Who will execute each task? What materials do you need to create/gather? How much will it cost?

**Think about:** How will you present your performance to the world via online and print media? How will you **engage** your audience? Presentation should reflect the points made in your creative brief about what will attract your target audience(s), your stories. Do you need to enhance/redesign/create your own Web site, hire a social media consultant, create email blast templates, create social media (Facebook, Youtube, etc.) content?

<b>Tool</b>	<b>Lead</b>	<b>When</b>	<b>Cost</b>
<b>Your Event</b>			
Event page on Ford Web site	You provide content, we create	mid-August	Free
Your own Web site			
Your Facebook fan page			
Ford Facebook event page	You provide content, we create	mid-August	Free
Your Youtube videos			
Your Flickr photos			

<b>Tool</b>	<b>Lead</b>	<b>When</b>	<b>Cost</b>
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Your Twitter campaign

Your email blasts

**Targeted Groups**

Reach out to Web sites & Facebook pages frequented by your target audience(s). How can you get a listing/presence there? What can you do for groups in return for their promotion of your show?

Email cross promotions

Inclusion in Ford email blast (14,500)	Ford	4 p/production	Free
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Email blast swaps with like organizations

Web sites/Facebook pgs of similar orgs

Web sites

Facebook pages

**Online performing arts event listings**

Experience LA – County Cultural Calendar	Ford	mid-August	Free
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65 Online Calendar/Performance listings	Lucy Pollak	mid-August	Free
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<b>Tool</b>	<b>Lead</b>	<b>When</b>	<b>Cost</b>
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**Direct Mail**

We recommend you mail to Ford ticket buyers of your discipline/culture, even if you do not normally do mailings. These ticket buyers know the Ford already and go to events similar to yours. They are more likely to be interested than the general public. The same goes for organizations you have targeted. Think of being at the Ford as an opportunity to reach out to new audiences.

Design of postcard	Ford graphic designer	12 weeks out	Free
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Printing of postcard	You submit to printer	6 weeks out	Cost
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Ford ticket buyer theatre lists	Ford supplies	7-8 weeks out	Free
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Mail processing & postage		7 weeks out	Cost*
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\*The Ford's mailing house, KES Mail, can provide you with an estimate. Email [communications@arts.lacounty.gov](mailto:communications@arts.lacounty.gov) for info.

<b>Tool</b>	<b>Lead</b>	<b>When</b>	<b>Cost</b>
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### Grassroots Marketing

We recommend you place postcards/flyers/posters in outlets (i.e. coffee shops, bookstores, etc.) frequented by your target audience. Develop strategy for finding outlets, delivery (do you need to hire a street team?), customizing flyers (as needed).

Ford event postcard	Ford	6-8 weeks out	Free
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Flyer/Poster design/reproduction

Distribution of materials

### Advertising

Advertising in mainstream media may be beyond your means. Look for media that reach your target audience(s). The most cost-effective advertising right now is social media, especially Facebook. Facebook ads are targeted, easy to create and can reach a large audience. Research community-based media, online banner ads, promotional email blasts. Seek out media sponsorship and ticket giveaway opportunities.

Design & production of ad

Facebook ads			Cost
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LA Weekly			Cost
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Ad(s) for your event – 25% discount to Ford partners

LA Weekly Insider eblast (31,600)			\$100
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LA Times Culture Monster (Wednesdays)			Min. \$250
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Theatre Dedicated email blasts & online outlets			Cost
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### Ticket Giveaways

Ticket giveaways are an effective and targeted tool for reaching new audiences.

Radio outlets (KCRW, KPFK, KUUSC, etc.)

Online outlets (Yelp, etc.)

Email blast outlets (Performance Arts Live, Experience LA, etc.)

Other

### Media Relations (publicity)

The ford provides a season publicist that not only does publicity for the overall winter series, but does individual publicity for each one of the partner productions. It is helpful to take publicity photos early for placement with press release and in calendar listings, best bets, etc. As you get into dress rehearsals, schedule another photo shoot for review photos. Also, remember to videotape your show on last dress/first preview for archive purposes.

<b>Tool</b>	<b>Lead</b>	<b>When</b>	<b>Cost</b>
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### Professional services

Publicist	Lucy Pollak	3 mos. out	Free
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<b>Tool</b>	<b>Lead</b>	<b>When</b>	<b>Cost</b>
Photographer		6 weeks out	
Videographer (promo video)	Ford	5 weeks out	Free
<u>Press</u>			
Press Release	Lucy Pollak	8 weeks out	Free
Press lists	Ford	3 months out	Free
Calendar/Performing arts listing	Lucy Pollak	8 weeks out	Free
Press kits & materials (bios, fact sheets, etc.)	You provide info, Lucy puts together	3 weeks out	Free

Materials for Web & Social Media

Video clips

MP3 audio clips (if applicable)

Photos

Printed Program

You are required to produce a printed show program to be inserted inside the Ford program wraparound. 8 ½ x 5 ½.

Design & production

Ad sales

Sponsorship representation

**EXTERNAL TIMELINE**

Think about: events around the time of yours that are competitive/related/complementary and how these events impact your promotion.

Significant events                      Date                      Opportunities/threats                      Response plans