

## **FORD AMPHITHEATRE 2012 SUMMER PARTNERSHIP PROGRAM POST-ORIENTATION CHECKLIST**

Dear Partners,

To assist with preparations for your show, we have compiled the following check list of tasks, decisions, and brainstorming that need to take place in the 2 months following our 2012 partner orientation. If you have any questions about any of these items, please do not hesitate to contact our staff at the numbers and emails provided. Thank you and we look forward to working with you!

### **ADMINISTRATION**

**Contact: Alma Guzman, aguzman1@arts.lacounty.gov, (323) 871-5903**

- Submit any outstanding paperwork/event information (Producer Information Form). This information is required to issue contracts.
- Review Ford policies (see Exhibit A and B) and alert the individual authorized to sign contracts on behalf of your organization that they will receive their contract for the Ford within two weeks of your initial production meeting.
- Register to receive a County Vendor Code so that you may receive payment. Please remember that checks are issued 3-4 weeks after your show. For instructions on registering, please visit the Artist Workbook.
- Suggestion: Revisit and update your event budget and use as a guide when making decisions on production, box office, marketing, and event services items below.

### **PRODUCTION**

**Contact: Arthur Trowbridge, atrowbridge@arts.lacounty.gov, (323) 856-5785**

- Prepare for your initial production meeting. Be ready to explain the concept of your show and prepare a preliminary schedule for rehearsals and the performance day to review with Arthur during your scheduled meeting.
- Identify and line-up your production team and develop a contact list for all of your production personnel.
- Prepare to schedule your 30-day out meeting.

### **MARKETING**

**Contact: Kim Glann, kglann@arts.lacounty.gov, (213) 202-5934**

- Work with the Box Office to determine your show's ticket prices. Prices should satisfy your projected revenue needs and be appropriate for your core audience and discipline.
- Identify and secure the services of a professional public relations/marketing person who will implement your pr/marketing in the four to six months leading up to your performance. This person should not be a performer in your show as s/he has to be available to liaise with press on the night of the performance.
- Line up everyone on your team involved in promoting your event (key producer, social media captain, pr/marketing person, graphic designer, photographer/videographer, company members, board members,

volunteers) to attend the all day free marketing/pr workshops on February 7 (for partners in the first half of the season) or April 14 (for partners in the second half).

## **BOX OFFICE**

**Contact: Eve Childs Cakar, [echilds@arts.lacounty.gov](mailto:echilds@arts.lacounty.gov), (323) 769-2147**

- Meet with box office staff to discuss ticket prices and possible sales strategies for your show.
- Complete your ticket set-up form and submit to box office staff no later than January 17<sup>th</sup>.
- Brainstorm about organizations, associations, or affinity groups that your show might appeal to. Find out what clubs and associations you or your company members are a part of and begin developing a group sales lead list.

## **EVENT SERVICES**

**Contact: Bill Berry, [wberry@arts.lacounty.gov](mailto:wberry@arts.lacounty.gov), (323) 769-2170**

- Plan to make the most of Edison Plaza for the pre-show experience. (i.e., live music or dance, festival atmosphere, private reception). Call or email me for assistance with your event.
- Think about what companies you can approach for sponsorships and what promotional exchange you could offer (space on Edison Plaza for vendors to sell merchandise or sponsors to promote their business, automobile sponsorship display, etc.). Think outside the box! Will you be presenting artists from out-of-town? Maybe you can work out a trade for the cost of hotel rooms, rental car or airfare.
- Make a phone appointment with Event Services Manager Bill Berry to brainstorm about any pre-show event plans.

## **FORD THEATRE FOUNDATION**

**Contact: See below**

- Each year, the Ford Theatre Foundation administers a free program designed to expose underserved youth and their families to the performing arts by providing Ford artist-led sequential classes, 1-day workshops, tickets and transportation to Ford events. Contact **Tram Le** at [tle@arts.lacounty.gov](mailto:tle@arts.lacounty.gov) or **(323) 856-5789** if you are interested in participating in this program as a class/workshop instructor or by donating a block of tickets to your event at the Ford.
- Do you have an idea for a JAM session? JAM Sessions are free, participatory events led by Ford artists in which the public sings, dances and plays music on the amphitheatre stage. These sessions transform the Ford into a safe community space to try out new arts forms. If you are interested in leading a workshop or have an idea for a JAM that relates to your event, contact **Heather Rigby** at [hrigby@arts.lacounty.gov](mailto:hrigby@arts.lacounty.gov) or **(323) 769-2188**.