

[Inside] the Ford – 2011-12

SPONSOR BENEFITS

Sponsors of one or more events on the Ford Amphitheatre season will come in contact with a highly educated, enthusiastic, multicultural audience, patrons who value the importance of partnerships between business and the arts. The following are benefits you can include in creating packages for potential sponsors.

RECOGNITION

1) **ELECTRONIC BILLBOARD** – 1.9 million viewers per week from the Hollywood Freeway.

Deadline: minimum 3 weeks prior to your event.

- The LED electronic sign measures 5 ft x 15 ft.
- The billboard is operated continuously, 24 hours/7 days a week.
- Value of visibility is \$8,000/week per each frame.
- Each frame appears for six seconds before changing to the next frame.
- On average, a frame containing a sponsor will appear once every 2 minutes.
- Information on your event will appear on the electronic sign for eight weeks.
- Each partner is allowed to acknowledge their top 2-3 sponsors.
- Design specifications can be found in the Artist Workbook, under *Electronic Sign, Usage*.

2) **POSTCARDS** –Partners can include sponsor logos on their postcards. We recommend you include no more than 5 sponsor logos.

3) **WEBSITE** – The Ford is a County of Los Angeles institution and its Web site is subject to County advertising and hotlink policy. The logos of sponsors of your event may be displayed on your event page, grouped together in one graphic. But, no link to their Web sites is permitted. Exceptions include links to commercial enterprises that market tickets or other means of access to the Ford or foster participation in its programs. **All proposals for sponsor logos/links must be submitted for approval at least three weeks before you want logo/link to go up on your event page.** Proposals must include how this sponsor is helping to bring audiences to your show – for example, selling tickets on consignment, free advertising, promoting to their members. Send proposals to communications@arts.lacounty.gov.

4. **EMAIL BLASTS** to Ford list – 14,500 emails

The Ford's weekly email blasts highlight stories and/or profile specific performances, artists or art forms, in addition to including upcoming events at the Ford. For the events profiled, no more than 2-3 event sponsors may be acknowledged. **Deadline: Please contact communications@arts.lacounty.gov at least four weeks prior to your event for inclusion.**

5) **PRESS RELEASES & PRINTED PROGRAMS** - Acknowledgment in all press releases, printed programs and other printed media.

4) RECOGNITION AT THE THEATRE

- **Banners** displayed at the Ford Amphitheatre during sponsored events. **Deadline for discussion of banner size and placement with Production Manager Arthur Trowbridge (contact info below): 2 weeks prior to event.** Note: Banners must be free standing or hung using rope or tie-line. Hardware must be provided by partner artist. The Ford provides labor only. No tape of any kind is allowed.
- **Sponsor acknowledgement on printed tickets** – Each printed ticket has three available lines of personalized text for event information. No more than one of these lines may be used to recognize a title sponsor (limit 25 text characters). Sponsor text may be submitted anytime and will be included on

all tickets printed from that date onward. Sponsor information provided by March 15 will be included on all printed tickets for the event. To see an electronic sample, go here:

<http://fordtheatres.com/UserFiles/File/2010%20Summer/Ticket%20Samples.pdf>

PRODUCT PROMOTION

Display, sales and/or sampling at the theatre on performance nights - All promotional activities and displays must be approved in advance by Managing Director, Adam Davis. Don't promise anything to a sponsor in the line of product promotion without checking with Ford staff first. Signage can be displayed on tables and easels or hung using tie-line. No tape of any kind is allowed on theatre walls.

BUSINESS ENTERTAINMENT

- **Complimentary tickets.**
- **Pre-concert receptions/parties** - Post-concert events are not possible because of stacked parking. There may be a surcharge for on-site pre-concert parties because they require additional cleaning, security services, etc. Ask the Ford Event Services Manager, Bill Berry, about cost. Crumble Catering, the Ford concessionaire, has the right of first refusal for catering services for all on-site receptions.

CUSTOMER & EMPLOYEE RELATIONS

- **Advance notice of performances.**
- **Priority ticket service.**
- **Passes to rehearsals.**

HELPFUL MATERIALS FOR PREPARING YOUR SPONSORSHIP PRESENTATION

Ford press kit pages (general description and history with photos)

<http://www.fordamphitheatre.org/en/about/fordtheatresbrief0107.pdf>

Photos of the Ford Amphitheatre: <http://www.fordamphitheatre.org/en/about/phototour>

For more information and images, contact Productions Marketing Manger Kim Glann, 213 202-5934, kglann@arts.lacounty.gov

Excellent guide on sponsorship

Made Possible By: Succeeding with Sponsorship by Patricia Martin

For more information and purchase, visit

http://www.amazon.com/Made-Possible-Sponsorship-Patricia-Martin/dp/0787965022/ref=sr_1_1?ie=UTF8&s=books&qid=1231366937&sr=8-1