

**DEADLINES KEYED TO YOUR EVENT**  
**2009 Ford Amphitheatre Summer Season**  
**Star Entertainment - Concierto Tequila Con limon**  
**August 15, 2009**

**Deadlines for Contracts, Marketing Plans & Postcards**

<u>Due Date</u>	<u>Item</u>	<u>Recipient</u>
<b>3 wks after Jan. production meeting</b>	Submit signed Ford licensing agreement	Heather
<b>April 18</b>	Marketing Workshop Submit a draft <b>Marketing Plan</b> at end of meeting	Priscilla
Postcard Group B: For Aug-Sept-Oct events		
<b>May 4</b>	Submit information, additional artwork & sponsor logos	Priscilla
<b>June 12</b>	Postcards at mailing house and available for mailing	

**Additional Deadlines**

<b>4/24/09</b>	(16 wks prior)	Schedule Group Sales meeting & submit group prospects	Eve
<b>6/19/09</b>	(8 wks prior)	Submit draft of press release for approval	Priscilla
<b>7/3/09</b>	(6 wks prior)	Mail/Email approved press release* to media *Please e-mail to Priscilla and Breanna Submit any multimedia for web site	N/A Priscilla
<b>July 3-July 17</b>	(4-6 wks prior)	Mail/Email event postcards Submit certificate of insurance	Ford's mailing house (for snail mail) Heather
<b>7/16/09</b>	(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 contact 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, banners/oobo. etc.) • Submit draft of program insert & receive approval • Research vendors to print program insert	Arthur, Bill, Tyler Arthur Arthur Bill Bill Bill Bill Priscilla Vendor
<b>7/24/09</b>	(3 weeks prior)	Submit information for electronic sign (via email) Assess need for special offers, papering	communications@arts.lacounty.gov Breanna
<b>7/31/09</b>	(2 weeks prior)	Submit APPROVED program insert to print vendor	Vendor
<b>8/7/09</b>	(1 week prior)	Phone meeting with Event Services Manager Submit Backstage Access List	Bill Bill
<b>8/13/09</b>	(2 wking dys prior)	Submit press comp list & ticket giveaway winners (via email) Submit producer comp requests	communications@arts.lacounty.gov Breanna
<b>8/15/09</b>	(by 2 p.m. 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