

DEADLINES KEYED TO YOUR EVENT
2009 Ford Amphitheatre Summer Season
Encuentro Jaranero
September 5, 2009

Deadlines for Contracts, Marketing Plans & Postcards

| <u>Due Date</u> | <u>Item</u> | <u>Recipient</u> |
|--|--|------------------|
| 3 wks after Jan. production meeting | Submit signed Ford licensing agreement | Heather |
| April 18 Marketing Workshop | Submit a draft Marketing Plan at end of meeting | Priscilla |

Postcard Group B: For Aug-Sept-Oct events

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|----------------|--|-----------|
| May 4 | Submit information, additional artwork & sponsor logos | Priscilla |
| June 12 | Postcards at mailing house and available for mailing | |

Additional Deadlines

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|-------------------------|---------------------|--|--|
| 5/15/09 | (16 wks prior) | Schedule Group Sales meeting & submit group prospects | Eve |
| 7/10/09 | (8 wks prior) | Submit draft of press release for approval | Priscilla |
| 7/24/09 | (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 |
| July 24-August 7 | (4-6 wks prior) | Mail/Email event postcards Submit certificate of insurance | Ford's mailing house (for snail mail) Heather |
| 8/6/09 | (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 |
| 8/14/09 | (3 weeks prior) | Submit information for electronic sign (via email) Assess need for special offers, papering | communications@arts.lacounty.gov Breanna |
| 8/21/09 | (2 weeks prior) | Submit APPROVED program insert to print vendor | Vendor |
| 8/28/09 | (1 week prior) | Phone meeting with Event Services Manager Submit Backstage Access List | Bill Bill |
| 9/3/09 | (2 wking dys prior) | Submit press comp list & ticket giveaway winners (via email) Submit producer comp requests | communications@arts.lacounty.gov Breanna |
| 9/5/09 | (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