

Ford Amphitheatre

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) Logo on 100,000 full **season brochures** - deadline for sponsor logos: **February 12**

2) Logo on (no.) **postcards**

NOTE: to compute the number add the number of postcards the Ford is printing for you (10,000 if you present one performance, 20,000 if you present 2 or more performances) to the number you will distribute via e-mail.

- deadline for **events in June and July is March 3**

- deadline for **events in August , September and October is May 4**

3) Acknowledgment in all **press releases, printed programs** and other printed media

4) **Recognition in 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 logos projected on the two towers flanking the stage before and after the show and at intermission.

Limit 2 sponsors – Save this benefit for your biggest sponsors. You will have to get a gobo made from the sponsors' logo artwork. For information on gobo fabrication and cost, contact Production Manager Arthur Trowbridge, 323 856-5785, atrowbridge@arts.lacounty.gov. You should build the cost of the gobos into the amount you are asking the sponsor to give.

Deadlines:

One month prior to your show: Give logo art to gobo fabricator.

Two weeks prior to your show: Deliver the gobos to Production Manager Arthur Trowbridge.

5) **Electronic sign** visible from the Hollywood Freeway

Deadline: minimum 2 weeks prior to your event

- According to CalTrans, approximately 1.9 million people per week driving through the Cahuenga Pass see the electronic billboard in front of the Ford Theatre. Sign facts:

- Overall size is 30 feet high by 20 feet wide.

- Electronic message portion measures 5 ft x 15 ft. and contains almost 4,100 bulbs from which messages are configured.

- The billboard is operated continuously on a 20-hour basis, beginning at 5 a.m. and ending at 1 a.m. the next day; 7 days a week.

- Each unit of a message, which is called a "frame," appears for three seconds.

- On average, a frame containing a sponsor name will appear once every 2 minutes.

- Information on your event will appear on the electronic sign for seven days. For example, if your performance is on a Friday, information on your event will go up the previous Saturday.

PRODUCT PROMOTION

Display, sales and/or sampling at the theatre on performance nights.

All promotional activities and displays must be approved in advance by the Managing Director. Don't promise anything to a sponsor in the line of product promotion without checking with Ford staff first. Food and beverage giveaways are not allowed without specific permission from Crumble Catering, the Ford concessionaire. 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 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>

Downloadable high resolution photos

1) Ford stage during evening performance

<http://www.fordamphitheatre.org/en/pressroom/fordampshow.asp>

2) Entrance and façade illuminated at night

<http://www.fordamphitheatre.org/en/pressroom/fordampentry.asp>

3) Patrons in the entryway at night

<http://www.fordamphitheatre.org/en/pressroom/fordampplaza.asp>

If you need more information/images, please contact Productions Marketing Manger Priscilla Jaworski, 213 202-5934, pjaworski@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