

Promotional Fact Sheet

Promotional Opportunities

1. Event featured in the "What's Hot in LA" section on the ExperienceLA.com homepage.
2. Event featured in the ExperienceLA weekly E-Newsletter blast.
See Archive Editions: <http://www.expericela.com/newsletter/>
3. Special ticket giveaway/discount package that rotates on the ExperienceLA.com homepage.
4. Event featured on the ExperienceLA Channel broadcasted on Santa Monica CityTV.
5. Event listing and promotion in the Official LA County Cultural Calendar. The calendar is hosted at ExperienceLA.com and also fed to other websites. Currently: Go Country 105, KJazz, Wilshire Grand Hotel, Kyoto Grand Hotel and Gardens, and LA Inc's discoverlosangeles.com.
6. Event promotion and review on ExperienceLA Blog: <http://blog.expericela.com>
7. Networking and promotional opportunities:
 - a. Facebook (Fan Page, Group)
 - b. MySpace (<http://www.myspace.com/expericela>)
 - c. Flickr Group (<http://www.flickr.com/groups/expericela>)
 - d. Twitter (<http://www.twitter.com/expericela.com>)
 - e. Youtube (<http://www.youtube.com/expericelavideos>)

Partner Requirements

1. **Link:** At a minimum, ExperienceLA requests that you place a link to the ExperienceLA.com website on the homepage or other prominent page of your organizational and/or event specific website. If possible, some words to the effect of "To Find More Great Culture/Events in LA, go to www.experienceLA.com." Additional links online that go directly to ExperienceLA assists us in getting the word out about LA Arts and Culture...and YOU!

You may find logos and link information at <http://www.expericela.com/xllogo.htm>.

2. **Press Material:** ExperienceLA mentions in print materials or other collateral materials are appreciated as well. Depending on the distribution of such materials, ExperienceLA can work with your organization to provide additional online promotions.
3. **Participate and Spread the Word:** And last but not least, start participating regularly at ExperienceLA.com and spread the word about our services. Remember, the more you participate and spread the word about ExperienceLA.com, the more effectively we can serve you as a media outlet.

Getting Started

1. **Register:** If your organization is not already an ExperienceLA Community Partner, you will need to register your organization and provide all the required information. You may find out more information and register online at <http://www.expericela.com/register/>.
2. **Submit Event:** Once your organization is approved you will receive confirmation and login information. With this information:
 - a. Login into the ExperienceLA Community Partner control panel at <http://www.expericela.com/login>.
 - b. **To Add an Event:** Click the "Add Event" link, and follow the steps to submit your event to the calendar.
 - c. If you have any difficulties with this process, or if you are unable to retrieve your password, please contact the Web Coordinator at info@expericela.com for assistance.
3. **Select and Submit Promotion Information:** After you've submitted your event/s, please look through the "Promotional Details" section of this fact sheet. To make any promotional requests, please contact the Web Coordinator at info@expericela.com or the Marketing Associate at staff@expericela.com.

Marketing Advantages

Event featured on ExperienceLA's homepage

Promotional events such as ticket discounts and giveaways are on rotation in the "Special Promotions" section of the homepage. All events submitted with images and detailed descriptions have the chance to be on rotation through the homepage in our "What's Hot in LA" section.

ExperienceLA Cultural E-Newsletter Blast

All events submitted with images and detailed descriptions have the chance to be included in the weekly E-Newsletter's features and themes. Promotional events such as giveaways and ticket discounts have featured spots in the ExperienceLA Cultural E-Newsletter. The email blast goes out mid-week and reaches a large opt-in subscriber list (currently 10,000 and growing) with a very high pass-along rate. We also mention our newsletter regularly in our blog and our twitter.

ExperienceLA as an Online Source

Organizations and event contributors can use ExperienceLA event and profile listings in multiple ways:

1. **No Website?** Those who do not have websites can link to their ExperienceLA profile to provide information about their organization, their location, and all their events posted to the ExperienceLA calendar.
2. **Just need a quick link to event information?** Partners can choose to send their arts and cultural patrons ExperienceLA event listings as their online source for event information. In addition to general event information, the listing features quick access to public transit information and driving directions.
3. **RSS Technology?** All ExperienceLA partners have access to a partner-specific RSS feed that will provide their subscribers with up-to-date information on upcoming events

with RSS technology. If you don't have this technology available to you, you can add a link to this feature on your website. Find out information when you log-in!

ExperienceLA Tools: Metro Trip Planner and Google Gadget

Metro Trip Planner: ExperienceLA, in partnership with Metro, provides a trip planner tool for event venues. Partners are free to use this tool on their own websites. Just replace the information after "value1=" with nearest cross streets and zip code or your street address and zip code.

Example Link: <http://www.expericela.com/td.asp?value1=Union Station>

ExperienceLA Calendar Google Gadget: An ExperienceLA Google Gadget has also been created, allowing anyone to place a mini ExperienceLA calendar on their Google homepage or any webpage – this gives partners another source of promotion:

<http://www.expericela.com/Spotlight/SpotlightGadget.htm>

Promotional Details

A. Ticket Giveaway/Promotion

ExperienceLA can setup a ticket giveaway/discount promotion for your event that will be prominently displayed in rotation on the homepage. To setup a ticket giveaway/discount, you must e-mail the following to the Marketing Associate at staff@expericela.com:

Option 1: Ticket Giveaway:

1. Event Name
2. Number of Tickets to Giveaway
3. Date of Event (tickets are good for)
4. How winners can claim their tickets (usually by will call/comp list)
 - a. If winners need to be on a will call/comp list, please indicate by what date their names must be provided to you.
5. Any special rules/policies your organization has regarding tickets and events.

Option 2: Discount Promotion:

1. Event Name
2. Promotion Details (% off, \$ off, etc.)
3. Promotion Code
4. Date of Event
5. How to redeem
6. Any special rules/policies your organization has regarding tickets and events

ExperienceLA Ticket Giveaway/Discount Management Policies and Guidelines

- Ticket giveaway/discounts and other promotions cannot be initiated less than 3 weeks before the ticket/discount or promotion is honored
- It is necessary to upload an image for the event in order to feature the promotion on the website.
- ExperienceLA encourages family-friendly events and reserves the right to not publish inappropriate materials submitted.
- The privacy of our winners is respected and it is not permitted to add any shared e-mails/addresses/telephone numbers to a mailing/solicitation/spam list.
- By agreeing to these policies and guidelines, you will provide the advertised tickets/promotional discount for the day specified.

- In the case of tickets reserved under will call, confirmation of the winner's information must be returned by e-mail or phone call prior to the event.

B. ExperienceLA Channel on Santa Monica CityTV

The ExperienceLA Channel has launched on Santa Monica CityTV (Channel 99 on Adelphia Cable)! This bulletin board style channel is dedicated 24/7 to the promotion of current/upcoming events submitted by Experience LA partners.

If you'd like to be considered for this promotion, please make sure to do the following by the 10th of each month (Ex. March events are due by the 10th of February):

- Upload your event to the Experience LA Calendar
- Have a high-quality image related to your event that is at least 3.5 x 4 inches at 72 dpi.
- Send this image and your specific request to promotions@expericela.com with "SMTV" in the Subject Header

C. ExperienceLA Blog & Newsletter Features

Our ExperienceLA blog readership is growing every day, while our weekly E-Newsletter continues to add new members to its over 10,000 subscriber list. This partnership provides the opportunity to be featured in the newsletter, or featured and/or reviewed on our blog. We often promote our blog entries in the newsletter as well.

If you'd like to be considered as a feature, please follow these guidelines:

- Upload your event to the Experience LA Calendar along with a quality image related to your event.
- Send your specific request to info@expericela.com with "Blog" in the subject header at least a week before the event, or "Newsletter" in the subject header at least three weeks before the event, and we'll see what we can do.

Other Promotions

If you have any suggestions, ideas, or a specific type of cross-promotion you would like to setup, please contact the Web Coordinator at info@expericela.com.