

GUIDELINES FOR YOUR PROMOTIONAL FLYER

Hello Ford Amphitheatre 2009 season participants,

To help spread the word about your performance at the Ford this summer, we highly encourage you to create a promotional flyer that can be distributed via email and as a handout from now until your postcards are printed beginning of June.

While crafting your promo flyer, please take into consideration the following guidelines. **Please note that before public distribution of ANY materials, you must send your flyer to Productions Marketing Manager, Priscilla Jaworski – pjaworski@arts.lacounty.gov, for approval prior to distribution. We may ask you to make changes so allow time for that.**

- [The](#) following Ford Branding Strip must be included on the bottom of your flyer.

Ford Theatres

Just off the 101 (Hollywood) freeway across from the Hollywood Bowl and south of Universal Studios. Grounds open 2 hours before showtime for picnicking.

tickets www.FordTheatres.org
323.461.3673

The hi-res version is available at

http://fordtheatres.org/en/workbook/summer/mpr/ford_highres_brandingstrip.bmp

- Keep the copy of your flyer simple and concise, don't worry about providing too much information. Remember this is a way to TEASE your audience, be creative!
- Use a strong image of your artists OR feel free to use our season header, downloadable http://fordtheatres.org/en/workbook/summer/mpr/seasongraphics/09_header_color_high.jpg
- You should include:
 - Event title
 - Event date & time
 - One line sentence describing your show
 - Event Sponsors
- If ticket prices are listed, they MUST be listed in the following format:
 - Early buyer incentive: purchase by **[insert date]** and pay only \$ **[amount]**
 - Full price \$ **[insert amount]**
- If you are a dance company in the Target Dance Series, you must include the Target logo and credit line (email communications@arts.lacounty.gov to request for Target logo & creditline)
- If you are a API event being sponsored by LA18, you must include the LA18 logo (email communications@arts.lacounty.gov to request for logo).