

FORD AMPHITHEATRE

## SUBMISSION OF PARTICIPANT MAILING LIST, E-MAIL LIST AND WEB SITE INFORMATION

### **Why the Ford needs this information**

The information helps the Ford plan season promotion and maximize opportunities to reach prospective ticket buyers.

### **Snail Mail Lists**

With regard to snail mail, please note that we are interested in TICKET BUYERS. Please do not include in your count addresses of donors (unless they are also ticket buyers), funders, press, relatives or anyone who lives outside Southern California (defined as Santa Barbara to the Mexican border and the Pacific Ocean to the Nevada/Arizona border).

**We will ask you to submit your snail mail list, if you have one, by January 12, 2009, so if you need to update your list, please start now.**

You should be aware that snail mail lists must be on a **CD** and submitted in **one of the following formats:**

- **Microsoft Access**
- **Microsoft Excel**
- **ASCII Comma Delimited**

PLEASE NOTE: THE FORD CANNOT USE LABELS.

Your snail mail list will remain CONFIDENTIAL. It does not become part of the Ford mailing list. It is used only in specific instances (such as the season brochure mailing) and with your agreement to help sell your event at the Ford.

### **E-mail Lists**

We will not ask you to give us your email list but, rather, to send Ford communications to your list on the Ford's behalf. We are proponents of permission email marketing and do not mail to persons who have not given us their addresses voluntarily. Our communications will give your recipients the opportunity to sign up for the Ford's email list to keep informed about the Ford's season. **We request you forward a Ford message of your participation in the summer 2009 season to your email list by April 1, 2009.**

### **Web Sites and other presence on the internet**

We need this information so we can create effective links from the Ford's web and My Space sites.