

Ford Amphitheatre Summer Season Partnership Program

**SAMPLE MARKETING PLAN**

This marketing plan was used by Linda Chiavaroli to promote the Ford Theatre Foundation Chamber Music Under the stars concert by the Brazilian Guitar Quartet.

Name of partner: Ford Theatre Foundation

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Title of program: BRAZILIAN GUITAR QUARTET

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Date of performance: June 24, 2005

**Sales goal** (no. of paid tickets): 400

Actual tickets sold: 477

**Paid tickets for previous Ford performance** (if applicable)

Chamber Music Under the Stars Concert #1 – Alexander String Quartet

No. of tickets: 240

Date of performance: July 2004

<b>TARGET AUDIENCES</b>	<b>when to approach</b>	<b>best way to reach</b>
<b>Current ticket buyers</b>		
1 Ford classical event ticket buyers	8 wks out	snail mail
<b>Ford partnership artists</b> whose audiences/program relate to your event		
1 Brazilian Nites Productions* (producer of Brazilian Summer Festival)	4 to 6 weeks out 2 weeks out	Brazilian Nites snail mail list Brazilian Nites email blast
2 Viver Brasil Dance Company	2 weeks out	Viver Brasil email blast
<b>Other organizations</b> whose audiences/program relate to your event		
1 Brazilian Consulate	4 weeks out	snail mail to select list
2 Guitar groups		
a) American Guitar Society local chapter**	April 2005 May 2005 May 2005 2 wks out	dist at final season concert dist at spring membership meeting feature in spring newsletter AGS email blast
b) L.A. Guitar Quartet	2 wks out	email blast to their list
c) Orange County Guitar Circle	6 wks out	web site posting
d) Los Angeles Guitar Society	6 wks out	web site posting
3 Chamber music series with adventurous programming		
a) Da Camera Soc: Ch Mus in Historic Sites	8 wks out	snail mail
b) UCLA chamber music events (selected)	8 wks out	snail mail
c) Ojai Festival	8 wks out	snail mail
d) La Jolla Ch Mus Soc – LA ticket buyers	8 wks out	snail mail

\* Ford Theatre Foundation forged a partnership with Patricia Leao of Brazilian Nites, whose Brazilian festival was two days after the BGQ concert. They promoted the two concerts together as Celebrate Brazil! in ads, on the web, in emails and on a special postcard. Brazilian Nites was paid a fee for distribution the postcards to their extensive route of Brazilian and related outlets, access to the Brazilian Consulate prime mailing list, coordination of ad placement in Brazilian publications, listing of both events on 50 Brazilian/Latino web sites and contacting Brazilian/Latino press outlets. The organizations split the cost of the ads.

\*\* AGS, in return for their promotional considerations, had a membership table at the BGO concert.

Marketing Tool	Who will execute	when	cost \$\$\$
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**Grassroots marketing**

Postcard distribution

Brazilian Nites distribution route	Brazilian Nites	2-3 wks out	fee
Guitar stores – McCabe's etc.	Linda's Intern	2-3 wks out	free
Latino outlets	Latino Initiative Interns	2/3 wks out	free

Special flier design & reproduction  
(other than Ford individual event postcard)

Chamber Music Under the Stars Brochure	designer & printer	10-12 weeks out	fee
Celebrate Brazil postcard	designer & printer	8 wks out	fee

Email list trading; membership dues if required, etc.

Inclusion in Ford email blast	Ford	2 wks out	free
Brazilian Nites email blast	Brazilian Nites	2-4 wks out	free
Viver Brasil email blast	Viver Brasil	2 wks out	free
American Guitar Society-LA email blast	AGS	2 wks out	free

**Direct mail**

Design & printing

Ford season brochure	Ford	March 20	free
Individual event postcard	Ford	8 wks out	free*

Mail list acquisition (for Chamber Music Brochure)

Ford ticket buyer lists	Mellady Direct		free
DaCamera Society	Linda C.	12 wks out	free (trade)
UCLA chamber music events (select)	Linda C.	12 wks out	free (trade)
La Jolla Ch Mus Soc – LA ticket buyers	Linda C.	12 wks out	free (trade)
Ojai Music Festival	Linda C.	12 wks out	fee (Big List)

Mail processing & postage

Individual event postcard	Mellady Direct	4-6 wks out	21¢ per card**
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\*Unless you opt to design your own, in which case you may have to pay a designer; Ford pays for printing of up to 10,000 per performance even if you design your own; you can have Ford print additional for \$60 per 1000 but they must be printed at the same time as all the other cards in your group.

\*\*This is an outside estimate that includes both processing and postage by the Ford's mailing house, Mellady Direct, whom you are required to use because all cards have the Ford's postal imprint. Probably the cost will end up being less.

<b>Marketing Tool</b>	<b>Who will execute</b>	<b>when</b>	<b>cost \$\$\$</b>
<b>Media relations</b>			
Professional services:			
Publicist	Linda & Patricia	3 mos. out min.	fee
Press lists (email)	Ford		free
Materials:			
audio CD dupes	Linda C.	3 mos. out min.	cost of media
Duplicating release & other press kit materials	Linda C.	3 mos. out min.	office copier
press kit portfolios	already had	3 mos. out min.	n/a
Postage			
CDs to targeted press	Linda C.	6wks out	office meter
Express service			
CDs to press (last minute requests)	Linda C.	as necessary	Fed Ex fees
<b>Internet</b>			
Ford web site	Ford	April 1 latest	free
ExperienceLA.com L.A. County Cultural Calendar	Ford	April 1 latest	free
Guitar web sites	Linda's intern	4 wks out	free
Brazilian/Latino web sites	Braz Nites	4-6 wks out	fee
<b>Advertising</b>			
Design & production			
Celebrate Brazil	designer	6 wks out	fee
Placements:			
Specialty publications			
Brazilian Pacific Times	Braz Nites	4 wks out	fee
Brazil Today	Braz Nites	4 wks out	fee
General interest publications			
LA Weekly			
Inclusion in Ford strip ad	Ford	2 wks	***
Celebrate Brazil ad	Linda C.	2 wks	***

\*\*\*The Ford needs to share the cost of running the LA Weekly strip ads for the 24 week season with the partnership artists; you will be asked via email to opt in with \$120 to be subtracted from your settlement, which qualifies you for the 25% discount on any ads specifically for your event you wish to place.

<u>Marketing Tool</u>	<u>Who will execute</u>	<u>when</u>	<u>cost \$\$\$</u>
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**Printed Program**

NOTE: You are required to produce a printed program to be bound inside the Ford program wraparound. See online artist workbook for instructions.

Design & production

designer	4 wks out	fee
printer (DM Steele)	2 wks out	fee

Ad sales – n/a

Sponsorship representation – n/a

**Discount Ticket Services**

Gold Star (half price offer for 1 week only)	Linda C.	4 wks out	fee
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**EXTERNAL TIMELINE**

<u>Date</u>	<u>Significant events</u>	<u>opportunities &amp; threats</u>	<u>Response plans</u>
April 23	Amer Guitar Soc spring concert	distribute postcards	form partnership
June 26	Brazilian Summer Festival	both at Ford-common interest	form partnership