

INSIDE THE FORD 2009-10 SEASON
MASTER CHECKLIST & SCHEDULE OF DEADLINES

Due Date	Item	Recipient
May 14	<input type="checkbox"/> Submit Contact Information Sheet	Alma
May 14	<input type="checkbox"/> Submit Creative Brief	Communications
May 16	<input type="checkbox"/> Partnership Orientation & Marketing Mtg	
June 1	<input type="checkbox"/> Submit Marketing Plan & 5 Selling Points	Communications
June 3	<input type="checkbox"/> Longlead press announcement Send Save the Date to email list	Communications
June 12	<input type="checkbox"/> Review & approve copy for season brochure Submit Snail-mail lists in excel format	Communications
June 24	<input type="checkbox"/> Review & approve season brochure	Communications
June 24	<input type="checkbox"/> Submit Box Office Form	Breanna
June 30	<input type="checkbox"/> Mail, Email, Web Info Form	Communications
July 15	<i>Season Published on Ford Website Tickets on sale to general public (web, mail, phone, fax & window); Season Brochures Mailed Ford e-mail list blast</i>	
Mid-July	<input type="checkbox"/> TREE must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
	<input type="checkbox"/> Submit signed Ford Licensing Agreement with attachments	Heather/Alma
August 20	<input type="checkbox"/> TREE Mtg to discuss Group Sales strategies	Eve
September 1	<input type="checkbox"/> TREE postcard submitted for approval TREE submits multimedia/materials for website <ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	Communications
September 10	<input type="checkbox"/> TREE Group Sales list of leads due	Eve
Mid-September	<input type="checkbox"/> BOBRAUSCHENBERGAMERICA must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
November 6	<input type="checkbox"/> BOBRAUSCHENBERGAMERICA mtg to discuss Group Sales Strategies	Eve
November 7	<i>TREE opens</i>	
November 30	<input type="checkbox"/> BOBRAUSCHENBERGAMERICA Group Sales list of leads due	Eve
December 1	<input type="checkbox"/> BOBRAUSCHENBERGAMERICA postcard submitted for approval BOBRAUSCHENBERGAMERICA submits multimedia/materials for website	Communications
Mid-December	<input type="checkbox"/> LASCIVIOUS SOMETHING must schedule phone mtg to discuss overall Promo & marketing schedule & strategy	Communications
January 7	<input type="checkbox"/> LASCIVIOUS SOMETHING mtg to discuss Group Sales strategies	Eve

January 23	<i>BOBRAUSCHENBERGAMERICA opens</i>	
January 28	☐ LASCIVIOUS SOMETHING Group Sales list of leads due	Eve
February 2	☐ LASCIVIOUS SOMETHING postcard submitted for approval LASCIVIOUS SOMETHING submits multimedia/materials for website	Communications
	<ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	
March 27	<i>LASCIVIOUS SOMETHING opens</i>	

NOTE TO ARTISTS: Items in Italics denote key events in the Ford marketing/production/box office schedule. They are for your information only. No participant action is needed.