

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 June 30, 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 Excel**
- **Microsoft Access**
- **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.

### **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.

**PLEASE FILL OUT THE FORM ON PAGES 2 & 3 AND RETURN TO COMMUNICATIONS@ARTS.LACOUNTY.GOV**

FORD AMPHITHEATRE

## **PARTICIPANT MAILING LIST, E-MAIL LIST AND WEB SITE INFORMATION FORM**

**Complete and Return** this form to Productions Marketing Manager no later than June 30, 2009 via fax (213 580-0017) OR e-mail (communications@arts.lacounty.gov).

**PLEASE RETURN THE FORM EVEN IF YOU DO NOT HAVE ANY OF THESE ITEMS.**

**Name of Organization:**

**Address:**

**Person completing form:**

**Phone: (work) (home)**

**Email:**

**SNAIL MAIL:**  We do have a mailing list.

We do **NOT** have a mailing list.

Size of list (number of addresses):

Breakdown:

**Category**

**Number**

Subscribers

\_\_\_\_\_

Single Ticket Buyers

\_\_\_\_\_

Children's Program

\_\_\_\_\_

Other (please specify)

\_\_\_\_\_

Total

\_\_\_\_\_

How often do you mail to this list?

How often is it updated?

Elaboration on any of the above:

Person in charge of list if different from above

Phone: (work) (home)

Email:

**E-MAIL:**  We do have an e-mail list.

We do **NOT** have an e-mail list.

Size of list (number of addresses):

How often do you email to this list about your performances?

How often is it updated?

Is email your primary way of communicating with your constituency?

Elaboration on any of the above:

Person in charge of list, if different from above

Phone: (work) (home)

Email:

**WEB SITE:**     We do have a web site.     We do **NOT** have a web site.

Web site URL: \_\_\_\_\_

How often is the site updated?

Does your web site have (check all that apply)

    \_\_\_ audio clips    \_\_\_ video clips    \_\_\_ downloadable, high resolution photos

Person in charge of web site if different from above

Phone: (work) (home)

Email:

*Other internet presence*

Does your organization have sites/accounts on (check all that apply and give URL)

    \_\_\_ My Space \_\_\_\_\_

    \_\_\_ Facebook \_\_\_\_\_

    \_\_\_ You Tube \_\_\_\_\_

Other social networking sites (please give names and urls):

Blog (please describe)