GUIDELINES FOR YOUR PROMOTIONAL MATERIALS

To help spread the word about your performance at the Ford this year, you may wish to create a promotional flyer or postcard that can be distributed via email or as a handout. Or you may wish to create a poster for placing in local businesses.

Please note that before public distribution of any materials, you must adhere to the following guidelines:

1. The Ford branding strip must be included on the bottom of your flyer, postcard or poster:

![Ford Branding Strip]

The hi-res version is available [here](#).

2. If ticket prices are listed, they MUST be listed in the following format:

   **TICKETS**
   Prices start at $[insert amount]
   **RESERVED SEATING**

3. You MUST send your flyer, postcard or poster to Marketing Manager Kim Glann, kglann@ford.lacounty.gov, for approval prior to printing.

4. Please read the Postcard Guidelines, in the Marketing & PR section of the Artist Workbook [here](#).

SOME HELPFUL TIPS:

- Keep the copy on your flyer simple and concise. Don't worry about providing every bit of information. Remember this is a way to tease your audience and drive them to your website. Be creative!
- Bold uncluttered images work best.
- Be sure to include:
  - Event title
  - Event date and time
  - If your title is esoteric, include a short tag line or a call to action so that it’s clear what the show is and why people should care (e.g. no tagline would be needed for Trudy Conway in Concert; Soulful Elms is more esoteric and needs a short explanation).
- Event sponsors
- Ford branding strip