WELCOME!
First up: Artist Workbook
SUMMER PARTNERSHIP PROGRAM ARTIST WORKBOOK

Documents are in PDF and Microsoft Word formats. If you do not have a PDF viewer, you can visit here for a free version of Adobe® Reader®.
MARKETING
- Summer Season as a whole
- Ford Theatres as an experience
- Artists Partnership Program
- IGNITE @ the FORD!
- Big World Fun & JAM Sessions
WHAT WE DO:
Support your event with…

- Guidance & advice
- Social media
- Season publicity
- Season advertising
- Media sponsorships
- Email marketing
- Venue promotion
- Program wrap-around
WHAT YOU DO:
Promote your event by:

- Hiring a publicist
- Event social media
- Posters/postcards
- Advertising
- Co-promoting with your fellow Ford partners!
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March 6, 2019

- Press release
- Tickets go on sale
- FordTheatres.org live
- Ford E-Newsletter
- Ford Blog
- Ford social media
- Partners announce your shows
### April 2019

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**1st 2019 Season event**
• 106,000 users during 2018 Season
• 352,000+ page views
Season Brochure

MULTIDISCIPLINARY

SATURDAY
JUNE 23
6:00 PM

Rhythmic Relations 2018
In addition to new and versatile solo acts, TAIKOPROJECT’s annual concert features a special collaboration blending American sake music, with modern Indian dance and choreography by Bheit 13 Dance Company.

THURSDAY
AUG 16
8:20 PM

An Evening of Hip-hop & Arabic Poetry w/ Omar Offendum & presented with Arts Film and Media Institute
Omar Offendum, accompanied by oud virtuoso Ronnie Miller, will bridge the oral and musical traditions of the Middle East and North Africa with hip-hop and spoken word. Audiences will be seated on the stage for this show.

Saul Williams and Mivos Quartet
Audiences will be seated on the stage for this dynamic evening that combines Mivos Quartet’s expressionistic and boundary-pushing string renditions with Saul Williams’ invocative vocal poetry.

SUNDAY
SEPT 9
6:00 PM

We Have to Go Back: The LOST Concert 2018
Oscar® winner Michael Giacchino conducts the Hollywood Studio Symphony Orchestra in an encore performance celebrating the TV series’ LOST. Video clips and storytelling rounds out this special evening by the Musicians at Play Foundation.

FREE & FAMILY PROGRAMS
Bring your sense of adventure and your curiosity too!

JAM SESSIONS
Mondays @ 7:00 PM
This FREE interactive series invites you to get up on the Ford stage to play, dance and sing with us!

BIG WORLD FUN
Saturdays @ 10:30 AM
Music, dance and theatre events perfect for kids ages 4 to 12 – who get in FREE – and their families.

TICKETS
FordTheatres.org
323.461.3673
Theater open one hour prior to show time.

MORE IS BETTER
Create your own subscription or choose a series and save 20%

PARTY LIKE A BOSS
With epic views and tasty grub, bring your classes and make it a night. Groups of 10 or more save 10%
All prices and show times subject to change. Service fees apply.

➢ 60,000 mailed
➢ 10,000 street team
➢ At the venue and for you
IMPORTANCE OF MOBILE OPTIMIZATION

78% of US Adults Own a Smartphone

- 54% Ages 65+
- 92% Ages 18-29

Americans Check their Smartphones 9,000,000,000x Every Day (Yes, billions)

Average Per User: 47x a Day, 3x an Hour
COMMON CULTURE: ACROSS THE WATER

Ford Summer Season
Sun, September 18, 7:30 PM

TICKET INFORMATION
RESERVED SEATING
Tickets: $45, $35, $25
Students: $20
Children: $15
VIP: $75
VIP tickets include premium seating, gift bag and raffle/opportunity drawing.

ABOUT
PRESENTED BY MAMA EARTH

Common Culture: Across the Water celebrates the intersections of island culture in Los Angeles with music, drum and dance. The show features performances by Chloë x Halle, Mark de Clive-Lowe, featuring Nia Andrews; Jungle Fire, featuring Afrodyete and Jamie Allenworth; Brit Manor; and special guests Captain Planet and Novena Carmel. The dancers, Kimberly Miguel Mullen, Kati Hernandez and Nonosina will weave in traditional Afro-Cuban and Polynesian movement and drums, all in tribute to legendary Cuban performer Maestro Lazaro Galarraga.

ARTIST LINKS
- Common Culture Website

SPONSORS

Fusicology
Wayne Kramer: Still Kicking Out the Jams After 50 Years

by Lyndsey Parker

Wayne Kramer – one of Rolling Stone's greatest guitarists of all time and co-founder of what many rock historians consider to be one of the very first punk bands, Detroit's legendary MC5 -- is a true soul survivor. He's conquered a serious drug addiction, served time for selling cocaine, sadly outlived three of his four MC5 bandmates and, after an against-all-odds comeback in the 1990s, is living his best life at age 70. He regularly composes music for film and television, pays it forward with his tireless activism, and continues to spread his revolutionary former band's message.
JÉRÔME BEL’S GALA

January 16, 2019

“Gala forces audience expectations to the fore and blurs the lines between failure and success in performance as it suggests that theater is community, both onstage and off. It’s a tour de force, wildly entertaining and truly radical.” —The New York Times

READ MORE

WHAT DO JAMS MEAN TO YOU?

December 13, 2018

We believe the arts have the power to build a more empathetic world by bringing people together and broadening cultural understanding. One way to see this in action is to attend a JAM Session, our free Monday night events where we invite you up on stage to dance the night away or be part of a drum circle, under the guidance of professional artists.

DONATE
Ford Theatres
@FordTheatres

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Events
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Videos
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Community

Ford Theatres
January 26 at 3:10pm

Congrats to Pacific Opera Project's Josh Shaw who's directing 5 sold-out nights of the spicy "Tabasco" opera for Opera New Orleans! Ford fans got a taste of POP in 2016 when Josh and company brought the Star Trek themed "Abduction from the Seraglio" to #LASFreshest stage.

'Tabasco' Opera Makes Fiery Return In New Orleans

New Orleans conductor Paul Mauffray lifts the lid on a hot sauce opera that had been bottled up for a century. The show ran on Broadway in the late 1800s, and yes, it's about Tabasco.

NPR.ORG

@fordtheatres
+10,100 likes
Ford Theatres
@FordTheatres

We're Hollywood's fav hidden gem, presenting #LAxFreshest music, dance & theatre under the stars! fordtheatres.org/blog

Los Angeles
fordtheatres.org
Joined March 2010
708 Photos and videos

Tweets
4,215
Following
717
Followers
2,827
Likes
3,310

Tweets

Burbank Drum Circles @la_drumcircles · Feb 1
@MovingArts We are moving and shaking things up through rhythm. THE BURBANK DRUM CIRCLES Community Rhythm Experience freedomdrumcircles.com 818-371-3436. @la_drumcircles @LACountyArts #CommunityEngagement #drumming @teamremo @FordTheatres @LAIM

@GrandPark_LA

@fordtheatres
+2,900 followers
@FordTheatres
+3,000 followers
Get Creative with Instagram

BOOST ENGAGEMENT and AWARENESS for your event!
Use Instagram Stories:
- Live video
- Behind the scenes/Rehearsals
- Artist Takeovers
- Contests
- Day of Show Promo
- Q&A’s and Polls

Don’t forget to tag @fordtheatres AND your artists so we can share your stories with our followers!
CAN WE TALK?

Do you follow Ford Theatres on Instagram, Facebook and Twitter?

@fordtheatres
#fordtheatres
BUS TAIL ADS

- 5 Weeks: April to May
- Estimated Impressions: 2,666,050
Light Pole Banners

- 150 banner locations
- June – August
- Estimated daily reach is 275,000
Digital Ads

- 2018: 1,397,219 individuals reached
- Served 4.21 ads each on average
- 10,345 clicks generating $17,000 in revenue
- Page engagement increased 195% over 2017
- Post likes were 9 times higher than 2017
2018 Ford Theatres Media Sponsors

- Univision
- KCET
- Yelp
- KPCC 89.3
- abc7
- KCRW
- LaArts online.com
- Fusicology
- Discover Hollywood Magazine
Postcards

- Partners: responsible for design & printing
- We provide postcard template & designer recommendations
- Must include Ford branding strip
- Or use Ford standard postcard back design for mailing
- You pay for distribution & mailing
- Ford provide mailing lists
FOR TICKETS & INFO: FordTheatres.org 323.461.3673
Parking is stacked – please visit our website for shuttle, ride sharing & parking info.
Publicists & Press Releases

- A publicist: to hire or not to hire?
- Press release approved by Ford
- Use Ford boilerplate
- Press comps submitted 48 hours prior to event
Ticket Giveaways & Event listings
- 1.9M people p/week
- 4 Frames for 7 days
The Good

ANGEL CITY JAZZ FESTIVAL
PRESENTS
XENIA RUBINOS
SATURDAY OCTOBER 6

FLYPOET SUMMER CLASSIC
SATURDAY AUG 6

FLYPOET
FEAT. DWELE

2013 OUTFEST
LOS ANGELES LGBT FILM FESTIVAL
OUTFEST JULY 17-21
MOVIES UNDER THE STARS!
PITCH PERFECT
THE SING-ALONG • JULY 17

TAIKO PROJECT PRESENTS
RHYTHMIC RELATIONS
SATURDAY JUNE 23
and...the Bad
Sponsor Slides
Programs

- Ford provides wrap-around
- Partners create and produce insert
- Style & # pages up to you
- Sponsorship/advertising opportunity!
- LA County acknowledgement
“Alone we can do so little; together we can do so much.”

- Helen Keller
COLLABORATE

INNOVATE