



FORD THEATRES 2017 SUMMER SEASON MASTER CHECKLIST & SCHEDULE OF DEADLINES

Due Date	Item	Recipient
FEB 11	<input type="checkbox"/> Marketing & Event Workshop for all partners	Communications
MAR 31	<input type="checkbox"/> Submit signed Ford License Agreement	Admin
APR 24	<input type="checkbox"/> Submit snail mail lists for season promotional mailing	Communications
	<input type="checkbox"/> Submit producer holds	Box Office
	<input type="checkbox"/> Approve ticketing and web event pages	Box Office & Communications
MAY 3	Optional: Private presale via consignment <i>Private presale for Ford Theatre Foundation donors</i>	Box Office, Communications & Development
MAY 10	<i>Season Press Announcement</i>	Communications
	<i>FordTheatres.org event pages go live</i>	
	<i>Ford Blog, social media and Ford E-News announcement</i>	
	<i>Tickets on sale to general public (web & phone only)</i>	
	<input type="checkbox"/> Optional: begin selling tickets on consignment	Box Office
	<input type="checkbox"/> Send show announcement to your email list	cc: Communications
	<input type="checkbox"/> Announce on your website & social media outlets	Tag @FordTheatres #LASFreshest
MAY 22	<i>Season pocket calendar mailed</i>	Communications
JUN 23	<i>30-Day Production & Event Logistics Meetings begin</i>	Production, Event Services & Box Office
JUL 14	<i>Civic Dedication – Details TBA</i> <i>Open House Event - Tentative</i>	Communications
JUL 15	<i>2017 FORD THEATRES SUMMER SEASON OFFICIALLY BEGINS</i>	

NOTE TO ARTISTS: Items in Italics denote key events in the schedule. They are for your information only.

Contact Information

Admin
FordTheatres@arts.lacounty.gov

Production
ATrowbridge@arts.lacounty.gov

Event Services
WBerry@arts.lacounty.gov

Box Office
BoxOffice@arts.lacounty.gov

Communications
Communications@arts.lacounty.gov