

## 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:



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

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](mailto: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