



SPONSOR BENEFITS & GUIDELINES

Sponsors of one or more events on the Ford Theatres season will come in contact with a highly educated, enthusiastic, multicultural audience, patrons who value the importance of partnerships between business and the arts. The following are benefits you can include in creating packages for potential sponsors.

The Ford Theatres is a County of Los Angeles facility and as such is subject to certain advertising and promotion restrictions. Please see page 3 below for guidelines on sponsorships by alcohol companies.

SPONSOR RECOGNITION OPTIONS

- 1) **ELECTRONIC BILLBOARD** – 1.9 million viewers per week from the Hollywood Freeway.
 - The LED electronic sign measures 5 ft x 15 ft.
 - The billboard is operated continuously, 24 hours/7 days a week.
 - Value of visibility is \$8,000/week per each frame.
 - Each frame appears for six seconds before changing to the next frame.
 - On average, a frame containing a sponsor will appear once every two minutes.
 - Information on your event will appear on the electronic sign for seven days.
 - Each partner is allowed to acknowledge their top two to three sponsors.
 - NOTE: No more than two frames out of your four may be used for sponsors. If you have more than two, we recommend that you put them in one frame. See page three of the Electronic Sign Guidelines for examples.
 - Design specifications can be found in the [Electronic Sign Info & Guidelines](#).
- 2) **POSTCARDS** – Sponsor logo acknowledgement is recommended if you decide to create your own postcards. We recommend you include no more than five (5) sponsor logos.
- 3) **WEBSITE** – The Ford is a County of Los Angeles institution and its website is subject to County advertising and hotlink policy. The logos of sponsors of your event may be displayed on your event page – no more than your top five sponsors. But, in most cases no link to their websites is permitted. Exceptions include links to nonprofit entities, or commercial enterprises that market other means of access to the Ford or foster participation in its programs. **If you have more than one sponsor logo, they will need to be grouped into one jpeg.** Specs are 560 x 560 pixels, 72 dpi. Email to kglann@ford.lacounty.gov and kkandel@ford.lacounty.gov.
- 4) **PRESS RELEASES & PRINTED PROGRAMS** - Acknowledgment in all press releases, printed programs and other printed media. See [Deadlines Keyed to Your Event](#) in the Artist Workbook for deadline.

5) RECOGNITION AT THE THEATRE

- **Banners** displayed at the Ford Theatres during sponsored events. Banners must be free standing vinyl retractable 3' banner stand displays (a common size is 33.5" x 81.5" or thereabouts). No banners will be adhered to the venue.
- **Sponsor Logos** – Sponsor logos projected on the two towers flanking the stage before and after the show and at intermission. Limit two sponsors – save this benefit for your biggest sponsors. You must provide a gobo made from the sponsors' logo artwork. For information on gobo fabrication and cost, contact Production Manager Arthur Trowbridge, 323-856-5785, atrowbridge@ford.lacounty.gov.

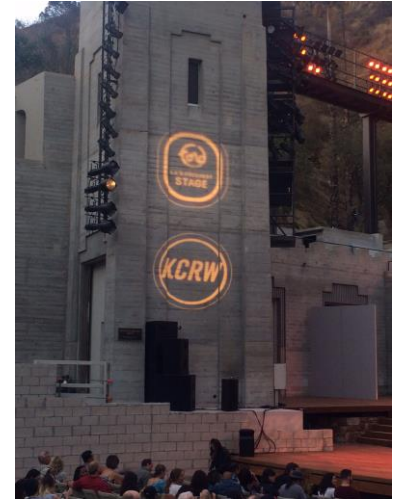
Deadlines:

One month prior to event: give logo art to gobo fabricator.

One week prior to event: deliver gobos to Arthur Trowbridge.

- **Sponsor acknowledgement on printed tickets** – Each ticket has three available lines of personalized text for event information. No more than one of these lines may be used to recognize a title sponsor (limit 25 text characters). Sponsor text must be submitted with your [Ticket Setup Form](#) which can be found in the [Box Office section](#) of the Artist Workbook.

Deadline: Sponsor information provided by March 15 will be included on all printed and print-at-home tickets for the event.



PRODUCT PROMOTION

Display, sales and/or sampling at the theatre on performance nights must be approved in advance by Interim Executive Director Olga Garay-English. ***Don't promise any product promotion without checking first!***

Food and beverage giveaways are not allowed without specific permission from the Ford's concessionaire. See below for details on alcohol giveaways.

Signage can be displayed on table tents, easels or retractable banners.

BUSINESS ENTERTAINMENT

- Complimentary tickets
- Pre-purchased meals from the Ford's full-service concessionaire

CUSTOMER & EMPLOYEE RELATIONS

- Advance notice of performances
- Access to dress rehearsals

FORD THEATRES ALCOHOL COMPANY SPONSORSHIP GUIDELINES

Note, the Ford Theatres is owned and operated by the County of Los Angeles. As such, there are limits regarding sponsorship from alcohol, tobacco and firearms companies.

Tobacco and firearms sponsorships of Ford Theatres events are prohibited.

Sponsorship by alcohol companies, which includes wine, beer, spirits, and other drinks, is permitted with certain restrictions:

- **Show programs.** Advertising of alcohol products on site at the Ford Theatres is prohibited. If X alcohol company wishes to sponsor your event and one of the benefits is an ad in your program, the ad cannot include language promoting an alcoholic product of the alcohol company. The ad must include: "X alcohol company is proud to sponsor X event."
- **Promotional signs.** Signage which says "X alcohol company promotes responsible drinking," "X alcohol company is proud to sponsor X event" or directional signage indicating the location of a reception, sponsored by X alcohol company is allowed. Allowable forms of signage include: mounted onto a poster board and displayed on an easel or a 3' pop-up banner. Signage promoting or advertising an alcoholic product of the alcohol company is not permitted.
- **Website, Gobos & Electronic Sign.** Promoting alcohol companies on FordTheatres.org, Ford electronic sign and/or projected onto one of the towers flanking the stage is prohibited.
- **Postcards.** The inclusion of an alcohol company's logo on your show postcard is permitted but must include the following language: "X alcohol company is proud to sponsor X event."
- **Printed Tickets.** Promoting alcohol companies on Ford Theatres printed or print-at-home tickets is prohibited.
- **Press Releases.** The inclusion of an alcohol company in your show press release is permitted but must include the following language: "X alcohol company is proud to sponsor X event."
- **Product promotion.**
 - An alcohol sponsor may donate product to be served at your reception. Donated product must be coordinated and received directly by the Ford Theatres' contracted concessionaire Crumble Catering. Further, all alcoholic beverages must be poured by Crumble's bartenders. Bartender fees must be paid for by Licensee. Contact Event Services Manager Bill Berry at wberry@ford.lacounty.gov for pricing.
 - Alcohol tastings may be arranged with the Ford Theatres Event Services Manager and managed by Crumble Catering. Tastings may not exceed one ounce of product per person and must take place inside of a stanchioned area with a monitored entrance and exit.
 - If sponsor requests that their product be available for the public to purchase during the event and Crumble Catering does not regularly stock their product, alcohol sponsor may either 1) donate inventory to be sold by Crumble during the event and take back any unused and unopened product or 2) sell product to Crumble Catering at cost and "buy-back" from Crumble all unused and unopened product within 48 hours of the close of event. Crumble will retain all revenues from the sale of all alcoholic beverages.

HELPFUL MATERIALS FOR PREPARING YOUR SPONSORSHIP PRESENTATION

Ford Audience Demographics – Can be found [here](#) in the Artist Workbook.

Ford History: <https://www.fordtheatres.org/about-us/history>

Photos of the Ford Theatres: <https://www.fordtheatres.org/visit/photos>

For more information and images, contact Marketing Manager Kim Glann, 323-871-5908 or kglann@ford.lacounty.gov

Excellent guide on sponsorship

Made Possible By: Succeeding with Sponsorship by Patricia Martin

For more information and purchase, visit

http://www.amazon.com/Made-Possible-Sponsorship-Patricia-Martin/dp/0787965022/ref=sr_1_1?ie=UTF8&s=books&qid=1231366937&sr=8-1