

## DEADLINES KEYED TO YOUR EVENT

2018 Ford Theatres Summer Season  
Grandeza Mexicana Folk Ballet Company  
*La Ruta Del Norte*  
July 13-14, 2018

Due Date	Item	Recipient
JAN 5	<input type="checkbox"/> Submit promotional photos <input type="checkbox"/> Fill out online Contract Info Form	Communications Admin
FEB 7	<input type="checkbox"/> Submit Event Brief <input type="checkbox"/> Submit Ticket Setup Form	Communications Box Office
FEB 10	<input type="checkbox"/> Marketing & Event Workshop (Mandatory)	Communications
MAR 14	<input type="checkbox"/> Submit signed Contract	Admin
MAR 19	<input type="checkbox"/> Submit snail mail lists for season promotional mailing <input type="checkbox"/> Submit producer holds <input type="checkbox"/> Approve ticketing and web event pages <input type="checkbox"/> Submit Publicist/Press Contact information	Communications Box Office Box Office & Communications Communications
MAR 28	<i>Private presale for Ford Theatre Foundation donors</i> <input type="checkbox"/> <i>Optional: Private presale via consignment</i>	Box Office, Communications & Development cc: Box Office
APR 4	<b><i>Season Press Announcement &amp; Tickets on Sale</i></b> <input type="checkbox"/> Send show announcement to your email list <input type="checkbox"/> Announce on your social media outlets <input type="checkbox"/> Begin selling tickets on consignment ( <i>if applicable</i> )	cc: Communications
APR 16-20 (12 weeks prior)	<input type="checkbox"/> <i>Optional but recommended: Start designing postcard</i>	
MAY 14-18	<input type="checkbox"/> <i>Optional but recommended: Send postcards to printer</i>	
MAY 18 (8 weeks prior)	<input type="checkbox"/> Submit draft of press release for approval	Communications
MAY 28-JUN 1	<input type="checkbox"/> <i>Optional but recommended: Distribute your postcard</i>	Mailing House or Street Team
JUN 1 (6 weeks prior)	<input type="checkbox"/> Email approved press release to media <input type="checkbox"/> Submit new photos & multimedia for website ( <i>if applicable</i> ) <input type="checkbox"/> Ticket sales check-in <input type="checkbox"/> Begin social media campaign - <i>Tag us!</i>	cc: Communications Communications Communications & Box Office @FordTheatres
JUN 8 (5 weeks prior)	<input type="checkbox"/> Confirm 30-Day-Out Production Meeting Date <input type="checkbox"/> Phone meeting with Event Services Manager	Production Event Services
<b><i>(Exact Date TBD)</i></b>	<b><i>30-Day-Out Production and Event Logistics Meeting:</i></b> <input type="checkbox"/> Clarify all technical riders and production info <input type="checkbox"/> Pick up parking passes <input type="checkbox"/> Finalize plaza plans (receptions, merchandise, vendors) <input type="checkbox"/> Clarify all front-of-house and box office needs	Production, Event Services, Box Office & BFF

<b>JUN 15 (30 days prior)</b>	<input type="checkbox"/> Submit draft of printed program insert for approval <input type="checkbox"/> Submit Certificate of Insurance <input type="checkbox"/> Submit song lists (name, composer) for ASCAP/BMI <input type="checkbox"/> OR Request to release BMI/ASCAP withholding ( <i>if applicable</i> ) <input type="checkbox"/> Submit Audio/Video Recording Notice of Intent ( <i>if applicable</i> ) <input type="checkbox"/> Early partial settlement check-in ( <i>if applicable</i> ) <input type="checkbox"/> Research vendors to print program insert <input type="checkbox"/> Deliver sponsor logo art to gobo fabricator ( <i>if applicable</i> )	Communications Admin Admin Admin Admin Admin/Box Office
<b>JUN 22 (3 weeks prior)</b>	<input type="checkbox"/> Submit electronic frame designs <input type="checkbox"/> Assess need for special offers, papering	Communications Box Office
<b>JUN 29 (2 weeks prior)</b>	<input type="checkbox"/> Submit APPROVED program insert to printer	
<b>JUL 6 (1 week prior)</b>	<input type="checkbox"/> Phone meeting with Event Services Manager	Event Services
<b>(Exact Date TBD)</b>	<b>24 Hours Prior to Onsite Rehearsal (if applicable):</b> <input type="checkbox"/> Submit Venue Access List to Box Office and Event Services and cc: <a href="#">Bill Berry</a> and <a href="#">Ann Jensen</a> <b><i>Venue Access List should include anyone who needs access to the stage, backstage or dressing room areas, including artists, designers and your staff during both your show and rehearsal(s).</i></b>	Event Services & Box Office
<b>JUN 11 (48 hours prior)</b>	<input type="checkbox"/> Submit complete Comp & Venue Access Lists to the Box Office and cc: <a href="#">Bill Berry</a> and <a href="#">Kim Glann</a> <b><i>Include any updates to the Venue Access List previously submitted. Comp List should include anyone who needs a seat for the show: producer comps, press comps, photo/videographers, ticket giveaway winners and green room/backstage VIPs who need tickets.</i></b>	ALL
	<input type="checkbox"/> Deliver retractable sponsor banners ( <i>if applicable</i> ) <input type="checkbox"/> Deliver show program for inserting into program wrap <input type="checkbox"/> Deliver sponsor logo gobos ( <i>if applicable</i> )	Event Services Event Services Production
<b>JUL 13 (show day)</b>	<input type="checkbox"/> Deliver merchandise ( <i>if applicable</i> ) <input type="checkbox"/> Reception delivery and set-up ( <i>if applicable</i> )	Event Services Event Services

It takes at least one week, and up to two weeks, for all departments to finalize their charges. Every effort is made to get your settlement package to you within one to two weeks after your event. Once you have approved the settlement, your BFF will be in contact to schedule an Exit Interview. The settlement payment will be ready at the time of the Exit Interview and provided upon completion. The Exit Interview must be completed before settlement payment is released to partners.

**BFF:** Jesse Ruskin      [JRuskin@ford.lacounty.gov](mailto:JRuskin@ford.lacounty.gov)

**Admin:** [Admin@ford.lacounty.gov](mailto:Admin@ford.lacounty.gov)

**Box Office:** [BoxOffice@ford.lacounty.gov](mailto:BoxOffice@ford.lacounty.gov)

**Communications:** [Communications@ford.lacounty.gov](mailto:Communications@ford.lacounty.gov)

**Event Services:** [WBerry@ford.lacounty.gov](mailto:WBerry@ford.lacounty.gov)

**Production:** [ATrowbridge@ford.lacounty.gov](mailto:ATrowbridge@ford.lacounty.gov)