

**DEADLINES KEYED TO YOUR EVENT**  
 2018 Ford Theatres Summer Season  
**Colibri Entertainment**  
*¡Viva La Tradición! Homenaje a Jose “Pepe” Martinez*  
 September 8-9, 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
JUN 11-15 (12 weeks prior)	<input type="checkbox"/> <i>Optional but recommended: Start designing postcard</i>	
JUL 9-13	<input type="checkbox"/> <i>Optional but recommended: Send postcards to printer</i>	
JUL 13 (8 weeks prior)	<input type="checkbox"/> Submit draft of press release for approval	Communications
JUL 23-27	<input type="checkbox"/> <i>Optional but recommended: Distribute your postcard</i>	Mailing House or Street Team
JUL 27 (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
AUG 3 (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)	Production, Event Services, Box Office & BFF

Clarify all front-of-house and box office needs

**AUG 10 (30 days prior)**

- Submit draft of printed program insert for approval
- Submit Certificate of Insurance
- Submit song lists (name, composer) for ASCAP/BMI
- OR Request to release BMI/ASCAP withholding (*if applicable*)
- Submit Audio/Video Recording Notice of Intent (*if applicable*)
- Early partial settlement check-in (*if applicable*)
- Research vendors to print program insert
- Deliver sponsor logo art to gobo fabricator (*if applicable*)

Communications  
Admin  
Admin  
Admin  
Admin  
Admin/Box Office

**AUG 17 (3 weeks prior)**

- Submit electronic frame designs
- Assess need for special offers, papering

Communications  
Box Office

**AUG 24 (2 weeks prior)**

- Submit APPROVED program insert to printer

**AUG 31 (1 week prior)**

- Phone meeting with Event Services Manager

Event Services

**(Exact Date TBD)**

**24 Hours Prior to Onsite Rehearsal (if applicable):**

- Submit Venue Access List to Box Office and Event Services and cc: [Bill Berry](#) and [Ann Jensen](#)  
***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).***

Event Services & Box Office

**SEP 6 (48 hours prior)**

- Submit complete Comp & Venue Access Lists to the Box Office and cc: [Bill Berry](#) and [Kim Glann](#)  
***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.***

ALL

- Deliver retractable sponsor banners (*if applicable*)
- Deliver show program for inserting into program wrap
- Deliver sponsor logo gobos (*if applicable*)

Event Services  
Event Services  
Production

**SEP 8 (show day)**

- Deliver merchandise (*if applicable*)
- Reception delivery and set-up (*if applicable*)

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: Caroline Chang**      [CChang@ford.lacounty.gov](mailto:CChang@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)