GUIDELINES FOR YOUR PROMOTIONAL FLYER/POSTER – RENTAL EVENTS

To help spread the word about your event at the Ford this summer, we highly encourage you to create a promotional flyer or poster that can be distributed via email and to handout or posted in coffee shops. **Before public distribution, please send your flyer/poster to Communications & Marketing Manager Kim Glann, kglann@ford.lacounty.gov, for approval.**

While crafting your promo flyer/poster, please take into consideration the following guidelines:

1. Strong image of the artist or group.
2. Keep the copy on your flyer simple and concise. Don’t worry about providing too much information, but you should include the following:
   a. Venue information:
      Ford Theatres
      2580 Cahuenga Blvd East, Los Angeles, CA 90068
      323-461-3673 | FordTheatres.org
      You can use this branding strip:

      ![Ford Theatres Branding Strip](image)

      **FOR TICKETS & INFO:**
      FordTheatres.org | 323.461.3673
      Parking is stacked – please visit our website for shuttle, ride sharing & parking info.
   b. Event title
   c. Event date and time
   d. One-line sentence describing your show
   e. Ticket prices