



## 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](mailto: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](http://FordTheatres.org)

You can use this branding strip:



- b. Event title
- c. Event date and time
- d. One-line sentence describing your show
- e. Ticket prices