

FORD AMPHITHEATRE 2012 SEASON  
MASTER CHECKLIST & SCHEDULE OF DEADLINES

Due Date	Item	Recipient
Dec. 6	<input type="checkbox"/> Submit Production Information Sheet (via email prior to meeting)	Alma
	<input type="checkbox"/> Complete Mailing/Email List Information Sheet (via SurveyMonkey prior to meeting)	Kim
	<input type="checkbox"/> Submit artist photos for evaluation at orientation meeting	Kim/Molly
Dec. 20 – Jan. 31 (as scheduled)	<input type="checkbox"/> All Partners: Attend Production/Ticketing meetings	Arthur/Eve/Bill
Jan.-Feb.	<input type="checkbox"/> Submit signed Ford Licensing Agreement with attachments	Heather/Alma
Jan. 11	<input type="checkbox"/> Submit snail mail lists	Kim
Jan. 17	<input type="checkbox"/> Submit Ticket Set-up form	Eve
Feb. 4	<input type="checkbox"/> Day-long marketing/pr workshop for Group A (May-July events)	Kim/Linda/Molly
Feb. 7	<input type="checkbox"/> Submit Community Outreach Partnership Program Form	Tram
Feb. 17	<input type="checkbox"/> Submit Web site content for event pages	Kim/Molly
	<input type="checkbox"/> Event Postcards –Deadline for partners of June & July events to supply graphic designer with copy & images ☞ See Deadlines Keyed to Your Event	cc: Kim
March 16	<input type="checkbox"/> Event Postcards – Final June & July event postcard designs due	cc: Kim
	<input type="checkbox"/> Group Sales follow-up and submit leads for Group A  <i>Private announcement of season to "Friends of Ford" donors and opportunity for them to purchase tickets in advance of public</i>	Eve
April 11	<i>Season Press Announcement Season Published on Ford Web site Season pocket calendar mailed</i>	
	<i>Tickets on sale to general public (Web, mail, phone, fax &amp; window); Ford email list announcement</i>	
	<input type="checkbox"/> Send Ford message to your email list	cc: Kim
April 14	<input type="checkbox"/> Day-long marketing/pr workshop for Group B (Aug-Sept-Oct events)	Kim/Linda/Molly
	<input type="checkbox"/> Event Postcards – Deadline for partners of Aug., Sept. & Oct. events to supply graphic designer with copy & images ☞ See Deadlines Keyed to Your Event	cc: Kim
April 30	<input type="checkbox"/> Event Postcards – Final Aug., Sept. & Oct. event postcard designs due	cc: Kim
	<input type="checkbox"/> Group Sales follow-up and submit leads for Group B	Eve
June 1	<i>SUMMER SEASON OFFICIALLY OPENS with first Partnership Program Event</i>	

*NOTE TO ARTISTS: Items in Italics denote key events in the Ford marketing/production/box office schedule. They are for your information only. No participant action is needed.*