

PARTNER PROGRAM GUIDE

The Partner Program integrates arts-friendly businesses, organizations and artists in GLOBAL's website, print materials, television commercial and online promotions. The cost to participate is free. This guide outlines the steps and deadlines to become a promoted GLOBAL Partner.

In turn, Partners are asked to promote GLOBAL through cost-free strategies like posting the GLOBAL logo and displaying GLOBAL brochures. Sponsorship opportunities are also available at www.globallb.com.

Who can Join?

From professional art auctions to open mic poetry and music, all genres of the arts - and all types of arts promoters - including arts organizations, restaurants, retailers, musicians, BIDs, schools and community groups - are encouraged and invited to become GLOBAL Partners.

How to Become a Partner

1) Join the GLOBAL Regional TV Commercial (Deadline: August 28, 2009)

GLOBAL will release a regional thirty-second TV spot promoting October's cultural offerings in Long Beach at no cost to you. **Send your DVDs to Ryan Smolar, 388 Obispo Avenue, Long Beach, CA 90814 by August 28, 2009 and we will try to include clips from your footage in the commercial!**

2) Display Your Photos in the GLOBAL Website Banner Images

The large photo on the top of every GLOBAL web page is a great place to promote local arts and culture. We will post your photo and link it to your website at no cost to you (arts and culture related photos only please). **Send your large, wide images to Ryan Smolar (ryan@smolarcorp.com) and tell us where the photo should link to (i.e. <http://www.long-beach.gov>).** Final images will be cropped to 684 pixels wide by 200 pixels tall.

3) Display Art by Local Artists

Exhibit original art in your business, office or community space at no cost! The new Long Beach Arts & Culture Registry can help you find local talent. **Visit www.artslb.org/registry.**

4) Promote the GLOBAL Logo

Add the GLOBAL logo to your ads, print materials, website or emails. **Download high-resolution GLOBAL logos at <http://www.globallb.com/logo.jpg> and <http://www.globallb.com/logoBW.jpg>.**

5) Join the GLOBAL Calendar (Print Deadline: August 28, 2009)

GLOBAL will promote a calendar of events through multiple channels. Using the calendar, we will promote custom itineraries (ie, "Family-Friendly Events Itinerary") at no cost to you.

To get your event(s) on the GLOBAL calendar and travel itineraries, you must add your event(s) to LimelightLB.com and then tell the GLOBAL Staff to either include your event(s) or your venue (and all the events in your venue). GLOBAL uses LimelightLB.com as the basis for all events. **List your events by August 28, 2009 to be included in print materials!**

Step-by-Step Calendar Instructions

**Note: Before adding events, check the GLOBAL Calendar (www.globallb.com) because your event may already be listed. Edit GLOBAL postings by sending edits directly to Rachel Potucek, rachel@smolarcorp.com, (562) 276-8514.*

1. Go to <http://www.limelightlb.com>
2. Choose "My Limelight"
3. Choose "Click Here to Join" and fill out the form.
4. A confirmation e-mail will be sent to the e-mail address you specified. If you do not receive it, please check your SPAM folders or contact Rachel Potucek (rachel@smolarcorp.com) and we'll re-send it.
5. Now that you're signed-in, click on "Add Events" (in the top menu bar) and fill out the event form.
6. If all went well, your event is now at Limelight in the events queue waiting for approval. Once approved, it will appear on LimelightLB.com, the LBPost.com, the Arts Council for Long Beach's website, EverythingLongBeach.com and many other websites in the city.
7. **To get your event listed on GLOBAL**, finally, contact Ryan Smolar at (213) 268-4924 or ryan@smolarcorp.com and let him know that you want your Limelight events added to the GLOBAL website.

6) Offer a Discount/Giveaway to GLOBAL Audiences

Create a special or giveaway just for GLOBAL audiences, or tell us about your existing specials! We will promote you to arts audiences and develop promotion packages (such as a "Dinner and a Show" Package or Promotional Giveaway). **Visit the GLOBAL website Participate Section and choose "Offer a Discount" to tell us about your discount!**

7) Distribute/Display GLOBAL Print Materials

Add GLOBAL print materials in your lobby, check stands, bill inserts, playbill inserts, employee paystubs, etc. Order brochures early to include them at your events in late September and October. Materials will be ready for distribution by September 14th. **Visit the GLOBAL website Participate Section and choose "Request Brochures" to request brochures to be delivered to you.**

8) Join the Long Beach Arts & Culture Registry

GLOBAL sends special opportunities to Registry members, and encourages businesses to find artists on the Registry. To learn more, visit www.aclb.org/registry.