



# MEMO

Date: October 14, 2009

To: Board of Supervisors  
County of Los Angeles

From: Laura Zucker, Executive Director  
Los Angeles County Arts Commission

Re: Report on sponsorship efforts for the  
50<sup>th</sup> Annual Los Angeles County Holiday Celebration

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Executive Director

As requested by the Board of Supervisors at the October 13, 2009 Board Meeting, this memo and supporting documentation provide a full report on the sponsorship efforts undertaken by the Arts Commission to support the Los Angeles County Holiday Celebration program.

The Arts Commission has contracted with sponsorship consultant Kim Hogan who came recommended by PBS and has a long track record of executing successful fundraising and sponsorship campaigns for PBS television programming for the past 7 years. As former Director of Corporate Relations and Sponsorships for Carnegie Hall, she also has significant experience in fundraising for performing arts-based live programming. In June, the Arts Commission contracted with Ms. Hogan and collaborated with her in the month of July to develop a corporate prospect list (attached) as well as a one-sheet used to communicate key program information to prospective sponsors (attached). Her resume is included as part of this package as are her activity reports for the months of August, September, and October to-date which provide details on her prospect communication and outreach.

Ms. Hogan has indicated that the challenging economic climate has trickled down to advertisers' media budgets, and hardest hit are budgets for non-traditional media (i.e. public television sponsorships) which have been drastically cut. While fall is the typical time of year for directing and planning 2010 media campaigns and budgets, several agencies have shared with her that their clients have pushed back this timeframe until late fall in hopes that the economy rebounds. In the months ahead, she will continue cultivation of key prospects for sponsorship of the 2010 Holiday Celebration national PBS program (the 1-hour nationally broadcast highlights version of the 2009 live Holiday Celebration event) and 51<sup>st</sup> annual theatrical event. The goal is to keep the Holiday Celebration opportunity top of mind and to reinforce the multiple ways a sponsorship package can be customized to meet each prospect's marketing objectives. Ms. Hogan's targets for the remainder of October 2009 are Radio Shack, TIAA-CREF, Kia Motors, Kimberly Clark, Panasonic and Macy's.

Los Angeles County Holiday Celebration  
SPONSORSHIP PROSPECT LIST

**NATIONAL**

Prospects with national scope to approach regarding sponsorship of the Holiday Celebration National PBS program

Altria  
Acura  
American Express  
American Family Insurance  
Apple  
Bank of America  
Best Buy  
Chevron  
Chubb Group of Insurance Companies  
Citibank  
Deloitte  
eBay  
Ernst & Young LLP  
Fidelity Investments  
Gallo Family Vineyards  
Hallmark  
JVC  
Kia Motors  
Kimberly Clark  
KPMG LLP  
Macy's and Bloomingdale's  
MetLife  
Microsoft  
Mitsubishi International Corporation  
My Family.com  
Nestle  
Nokia  
Pacific Life Insurance  
Panasonic  
Princess Cruises  
Radio Shack  
Sony Corporation of America  
Starbucks  
Sun Microsystems  
Target  
TIAA-CREF  
Toshiba Corporation  
Toyota Motor North America, Inc.  
United Technologies Corporation  
Verizon Communications  
Virgin America  
Wachovia

**REGIONAL**

Prospects with a more regional focus to approach regarding sponsorship of the live theatrical event and television broadcast of the Holiday Celebration

Chase  
Clear Channel  
Comcast  
Kaiser Permanente  
LA Clippers  
LA Lakers  
Pacific Gas & Electric  
Pinkberry  
See's Candies  
Wells Fargo



# NATIONAL PUBLIC TELEVISION SPONSORSHIP OPPORTUNITY

## L.A. HOLIDAY CELEBRATION



The *L.A. Holiday Celebration*, the nation's largest multi-cultural family-friendly holiday extravaganza and 2009 nominee for a Los Angeles Emmy Award, returns to public television to mark its 50th Anniversary with hundreds of musicians and dancers performing at the famed Dorothy Chandler Pavilion at the Music Center in Los Angeles on Christmas Eve.

Viewers will be entertained with a kaleidoscope of seasonal traditions from across the country and around the world, including such musical styles as gospel and classical choral music, Mariachi and Latino Rock, European and African Folk, ballet and Hip Hop dance with performances from Brazil, Asia, and the Middle East — all showcased in a universally appealing spectacular event that fuses traditional holiday music and dance with a global perspective.

### Sponsorship Benefits

#### On-Air

- > One-hour Holiday National Special and Three-hour Southern CA Regional Special
- > Airing December 2010 (Nationally) / December 2009 (Regional)
- > Two :15 sponsor messages (open and close) for the national broadcast
- > Three :15 messages (open, middle, close) for the regional broadcast
- > 4 releases over 3 years
- > Category exclusivity in an uncluttered environment

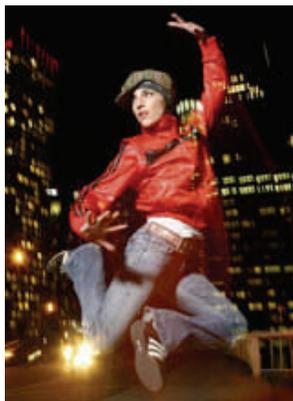
#### Off-Air

- > Online: Sponsor logo on social networking site Facebook and credit on e-blasts
- > Print: Acknowledgement of Major Sponsors in promotions, postcards and flyers
- > Press Kits: Sponsor credit distributed to national and local media outlets
- > Home Video/DVD: Sponsor logo on packaging with sponsor message embedded within content, and copies available for client distribution
- > Grassroots Outreach: Opportunity for sponsor presence via signage and booth at event, including credit on the Jumbotron—in the Music Center's Plaza—and on the Ford Amphitheater's electronic LED sign located in the Hollywood Hills off the 101 Freeway that reaches 1.9M people each week
- > Event Hospitality: Opportunity for VIP Reception prior or post the LIVE event

## Projected Audience Delivery

- Primary Demographics: Adults 35+
- > 80% U.S. TV Household Coverage
  - > 0.9 HH rating per broadcast
  - > 108,000 total viewers per broadcast

Source: Average rating based on 2008 L.A. Holiday Celebration. Nielsen Media Research 2009.



## About the Event

*L.A. Holiday Celebration* is produced by the Los Angeles County Arts Commission, which fosters excellence, diversity, vitality, understanding and accessibility of the arts in Los Angeles County. Continuing its tradition of being a free event, the event is seen by an audience of thousands who line up to see the extravaganza live. (The national broadcast is a one-hour version of the LIVE event.) The following are highlights from last year:

- Twenty broadcasts of the national show aired in seven of the nation's top ten markets, including Los Angeles, Chicago, Washington D.C., Philadelphia, Boston, San Francisco-Oakland, and Houston
- 68% of PBS member stations broadcast the program, representing 79% of the national broadcast market
- The national broadcast is consistently carried by over 200 stations and aired nearly 650 times across the country in 2008
- Notable print coverage appeared in the *Chicago Sun-Times* (#3 market), *St. Louis Post-Dispatch* (#21 market), and the *Hartford Courant* (#28 market)
- David Zeiger, producer of the Holiday Celebration pre-recorded packages, filmed key points of last year's rehearsal and event to capture "behind-the-scenes" footage for a "making of" mini-documentary for the 50th Anniversary event.

*L.A. Holiday Celebration* is a production of the Los Angeles County Arts Commission in association with KCET

### FOR SPONSORSHIP INFORMATION, PLEASE CONTACT:

KIM HOGAN  
KHOGANMEDIA  
SAN FRANCISCO OFFICE

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Enriching Lives



**Los Angeles County Holiday Celebration  
Sponsorship Consultant Activity Reports  
August 1, 2009 - October 12, 2009**

<i>Date</i>	<i>Time</i>	<i>Summary/Notes</i>
<b>August 2009</b>		
<b>Kaiser Permanente</b>		
8/31/2009	9:34 AM	LAHolidayCelebration. Referred to VP Marketing, and she oversees media. Lwc and provided brief overview. Speak with her then send info.
8/6/2009	3:18 PM	LAHolidayCelebration. Lwc in general mailbox to share opportunity. Call again. Suggested Marketing/Advertising contact.
<b>Valspar</b>		
8/19/2009	10:53 AM	LAHolidayCelebration. Lwc with contact who oversees Marketing for the Architectural Paints. The multicultural element may pique their interest. Shared brief overview. She's out until after Labor Day. Send info in early September.
<b>Best Buy</b>		
8/21/2009	3:57 PM	LAHolidayCelebration. Best Buy declined per contat. She said they need a lot of flexibility and don't have much lead time. Budgets are slashed so little dollars left. She'll keep it in mind if anything changes.
8/20/2009	4:00 PM	LAHolidayCelebration. Rec'd email from contact, my previous Kashi contact who now works on Best Buy business. (previous contact isn't on the account any more.) I sent the one-sheet and will follow up next week to elaborate on the opportunity. (Note: Since we know each other well from Kashi so it should be an advantage.)
8/19/2009	2:50 PM	LAHolidayCelebration. Lwc with contact, Starcom, to reconnect. Verify she's still on Best Buy business.
8/10/2009	9:37 AM	LAHolidayCelebration. Lwc with contact, Starcom. Shared brief overview on voicemail. Sent info and follow up to verify she's still on Best Buy business.
<b>Southwest Airlines Co.</b>		
8/25/2009	8:55 AM	LAHolidayCelebration. Lwc with contact. Nat'l TV at Camelot Communications. She's out of the office today but left a detailed message. Confirm her as the right contact then send info.
8/21/2009	3:42 PM	LAHolidayCelebration. Contact called and explained how much they've cut back. She handles Marketing/promotions but not media opportunities so she referred me to Camelot Communications in Dallas.
8/14/2009	9:09 AM	LAHolidayCelebration. New VP Marketing (previous VP Marketing retired). I spoke with his assistant and she suggested I send info to her and she'll share with him and forward to Advertising contact and other appropriate contacts.
<b>LA Lakers</b>		
8/10/2009	3:34 PM	LAHolidayCelebration. Community Relations contact returned my call and they aren't able to make any financial contribution but may have interest in partnering by doing a video message. He also suggested we submit a grant request - the LA Youth Foundation reviews requests quarterly. Info on the site (under the community tab). Their focus is sports - but also teamwork, self-esteem. There may be a way to pitch this as a family-friendly holiday community event that brings diverse groups of people together for one night...so teamwork, positive self esteem building for families. Contact will get back to me if there's interest in the video greeting. Next step: Schedule a conference call with Adam/Heather to discuss details.
8/6/2009	11:29 AM	LAHolidayCelebration. I called Community Relations and left a voicemail in their general mailbox explaining the opportunity. (Note: They have a game on Christmas Eve. Also contact said Community Relations is a very small office and they are difficult to reach.)

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		<b>LA Clippers</b>
8/28/2009	4:28 PM	LAHolidayCelebration. Spoke with contact to follow up and get her feedback. She forwarded it along with her colleague who is on vacation until next week. She suggested following up then.
8/6/2009	12:10 PM	LAHolidayCelebration. Spoke to contact and she will review information but she wasn't sure the PBS audience was their audience. I stressed the multicultural element and diverse audience. Their budgets are also limited.
		<b>JP Morgan Chase</b>
8/6/2009	11:21 AM	LAHolidayCelebration. Lwc with contact who is out until 8/24. Shared overview and suggested this as a great fit for Chase since there is the Southern Cal presence and follows with national broadcast. Sent one-sheet to him. Follow up after Labor Day.
		<b>SC Johnson</b>
8/25/2009	9:20 AM	LAHolidayCelebration. Lwc with contact at Draft/FCB - Chicago as referral and to reconnect. Shared overview of opportunity - regional and national broadcast and many ways to customize a package to fit SC Johnson's marketing objectives.
8/13/2009	9:16 AM	LAHolidayEvent. I spoke with contact to reconnect and she confirmed that Draft/FCB is the agency I should share info with - previous contact is still the right contact. Lwc with her and share brief overview. Talk to her then send info.
		<b>Enterprise Rent-A-Car Company</b>
8/24/2009	11:49 AM	LAHoliday. Lwc with contact to share details about opportunity and find out about their 2010 planning direction. Sent info and follow up in a few weeks.
		<b>Hallmark</b>
8/10/2009	9:49 AM	LAHolidayCelebration. Lwc with contact in Advertising. (Note: Previous contact, Director of Advertising, left co.) Shared overview of event and described the Now it's Your Turn theme with interactive elements for audience prior to the event. Stress holiday, family-friendly elements and presence on plaza.
<b>September 2009</b>		
		<b>Clear Channel</b>
9/30/2009	11:15 AM	LAHolidayCelebration. Called and they have a required process for solicitations. Called back to inquire further and asked about their ad agency. She referred me again to the email address.
9/16/2009	3:13 PM	LAHolidayCelebration. Call back closed.
		<b>TargetCast TCM</b>
9/25/2009	10:38 AM	LAHolidayCelebration. Lwc with contact to follow up and get his thoughts about a possible fit.
9/7/2009	9:31 AM	LAHolidayCelebration. I spoke with contact who is still on the TIAA-CREF business. He was late for a meeting, so asked that I send info and he'll review. Call him in a few weeks to get his initial feedback.
		<b>Kia Motors America</b>
9/16/2009	2:21 PM	LAHolidayCelebration. Lwc with contact (assistant is ??) to reconnect. Confirm that he's still the right contact.
		<b>Valspar</b>

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9/30/2009	11:37 AM	LAHolidayCelebration. Lwc with contact. She's on vacation and didn't mention when she was returning. Call back in a week.
9/11/2009	9:12 AM	LAHoliday. Lwc with contact again. Confirm that she's the right contact then send info. Provided overview of opportunity.
<hr/> <b>American Century</b> <hr/>		
9/30/2009	11:35 AM	LAHolidayCelebration. Lwc again with contact again.
9/11/2009	9:57 AM	LAHolidayCelebration. Lwc with contact (Marketing) to share opportunity. Mentioned that we'd like to have their presence on the plaza this year for this event. Confirm that he's the right contact.
<hr/> <b>Southwest Airlines Co.</b> <hr/>		
9/30/2009	10:33 AM	LAHolidayCelebration. Lwc with contact at Camelot. Find out status of 2010 media planning.
9/17/2009	9:13 AM	LAHolidayCelebration. Lwc again with contact at Camelot to get status of Southwest media/marketing plans for 2010.
9/10/2009	9:50 AM	LAHolidayCelebration. Lwc again with contact to share info and find out more about Southwest media plans.
<hr/> <b>McDonald's Corporation</b> <hr/>		
9/30/2009	11:30 AM	LAHolidayCelebration. Lwc for contact, Media Relations. (Also confirmed that she's in Media).
9/14/2009	1:05 PM	LAHolidayCelebration. Rec'd callback from someone but phone # she left was for another contact. Lwc with her to get direction. (Previous contact had mentioned US Marketing Group for paid media but didn't provide any contact.)
9/4/2009	11:51 AM	LAHolidayCelebration. Lwc with contact, Media Relations, to reconnect and share info. Their McCafé coffees are a new product. Perhaps they can have a booth on the plaza.
9/3/2009	3:25 PM	LAHolidayCelebration. Rec'd callback from contact for previous contact who is out until next week. She'll have forwarded my message to her and will tell her that she called me. She suggested I call back next week.
<hr/> <b>Radio Shack Corporation</b> <hr/>		
9/30/2009	11:11 AM	LAHolidayCelebration. Lwc again to contact. Get to another person if he doesn't respond in a week.
9/17/2009	2:19 PM	LAHolidayCelebration. Called and referred to contact, Media Director. He's out this week - call next week.
<hr/> <b>Comcast</b> <hr/>		
9/23/2009	3:07 PM	LAHolidayCelebration. Lwc with contact, VP Marketing. Shared elements of opportunity.
<hr/> <b>LA Clippers</b> <hr/>		
9/30/2009	11:06 AM	LAHolidayCelebration. Lwc again with contact. She's been unresponsive.
9/11/2009	10:04 AM	LAHolidayCelebration. Lwc with contact to follow up again. Get status of interest.
<hr/> <b>JP Morgan Chase</b> <hr/>		
9/24/2009	11:05 AM	LAHolidayCelebration. Lwc again with contact. She's traveling the next few weeks and assistant suggested I call her back week of 10/5.
9/11/2009	9:41 AM	LAHolidayCelebration. Spoke with contact and he informed me that he wasn't the right contact. He wasn't sure who to refer me to but after mentioning a few of my past contacts, he suggested I call new contact, who coincidentally I've met when I was at Carnegie Hall years ago. She was Sr. VP Marketing & Events years ago. Lwc with contact and provided overview of opportunity and requested her direction.

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<i>Date</i>	<i>Time</i>	<i>Summary/Notes</i>
		<b>Pacific Gas &amp; Electric</b>
9/16/2009	2:55 PM	LAHolidayCelebration. Spoke with contact in Corporate Communications. She asked that I send info to her and she'll forward to Advertising Group. She said I should follow up with her in early Oct. Sent info.
		<b>Enterprise Rent-A-Car Company</b>
9/2/2009	8:35 AM	LAHolidayCelebration. Rec'd email from contact sharing that there has been a reorg and new contact now leads the team responsible for media evaluation, planning and buying. Also, our fiscal year begins August 1, and we recently wrapped up our media commitments for FY10 with the completion of the Network Upfronts. I replied that if any content piques her interest and if there are opportunistic dollars, to let me know as some programs may fall in FY11.
		<b>See's Candies Inc.</b>
9/30/2009	11:26 AM	LAHolidayCelebration. Lwc with contact with details about opportunity. Suggested he email me and I'll reply with info. (Assistant and reception wouldn't give me his email.)
9/16/2009	2:52 PM	LAHolidayCelebration. Callback. Didn't leave VM. He's out until 9/17.
9/11/2009	10:11 AM	LAHolidayCelebration. Lwc with contact and shared opportunity. Confirm that's he's the right contact and send info.
		<b>Kaiser Permanente</b>
9/28/2009	11:42 AM	LAHolidayCelebration. Called and left message for contact again.
9/11/2009	10:24 AM	LAHolidayCelebration. Lwc with contact again.
		<b>TIAA-CREF</b>
9/7/2009	6:27 PM	LAHolidayCelebration. See Targetcast (agency) record for details.
		<b>Pinkberry</b>
9/24/2009	5:00 PM	LAHolidayCelebration. Declined. I spoke with contact and they have already allocated all resources/dollars for 2009 and budgets are tight going into 2010. I inquired about participating in the event on the plaza but they aren't able to do anything.
9/11/2009	1:23 PM	LAHolidayCelebration. contact returned my call and was familiar with the event. He didn't have much time but suggested I email him info. I told him I'd follow up next week to answer questions and talk about how we would customize a package.
9/10/2009	10:01 AM	LAHolidayCelebration. Lwc with contact (Marketing) to share opportunity. Mentioned that we'd like to have their presence on the plaza this year for this event. Confirm that he's the right contact.
<b>October 2009</b>		
		<b>TargetCast TCM</b>
10/5/2009	9:14 AM	LAHoliday. contact returned my call - left me a vm. I Lwc with him again and resent one-sheet for review.
		<b>Toyota</b>
10/8/2009	3:47 PM	LAHolidayCelebration. Declined per agency - Saatchi LA. I left a voicemail to inquire further and get specific reasons why they are declining. They wrote: We have taken a look at the opportunity we received for Toyota on PBS. Unfortunately, its not a strategic fit for our current priority models and on-air timing.
10/1/2009	3:48 PM	LAHolidayCelebration. Spoke to contact at Lexus, and he referred me to new contact at Toyota. LWC with new contact to introduce myself and shared details about opportunity. Sent one-sheet.

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10/6/2009	9:42 AM	<b>Southwest Airlines Co.</b> <hr/> LAHolidayCelebration. Contact at Camelot returned my call and we spoke at length about Southwest and their 2010 plans. They do buy broadcast and are heavy with cable and don't buy in the upfront, ...more scatter market. She didn't think they would entertain PBS sponsorship but is checking with their broadcast director. I stressed the loosening of guidelines and customization that can be done for off-air benefits, plaza interaction with thousands. Sent info to Suzanne for review.
10/5/2009	9:40 AM	<b>McDonald's Corporation</b> <hr/> LAHoliday. Sent email with one-sheet to contact and stressed multicultural element as ideal fit for McDonalds.

## **KIMBERLY HOGAN**

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### **EXECUTIVE SUMMARY**

- INNOVATIVE and RESULTS-ORIENTED marketing professional with a consistent record of exceeding objectives while effectively interfacing with individuals of varying constituencies, i.e. Senior Marketing, Advertising and Promotional Agency Executives, Producers and Talent
- TEAM LEADER with COLLABORATIVE and CREATIVE STYLE in developing and executing integrated sponsorship packages with particular strength in BUILDING PARTNERSHIPS in variety of media and entertainment environments
- BRAND STEWARD with significant CLIENT and EVENT MANAGEMENT experience, and outstanding COMMUNICATION, ORGANIZATIONAL AND NEGOTIATION skills

### **PROFESSIONAL ACCOMPLISHMENTS**

#### **PBS / KHoganMedia - Representing PBS National Programs**

##### Consultant, National Corporate Partnerships

##### Director, National Sponsorships & Promotions – Public Television National Productions

2002- Present

- Represent a diverse portfolio of national PBS programming, including *Frontline World*, *History Detectives*, *Smart Travels*, and *SeeMore's Playhouse* on behalf of independent producers and PBS affiliates to secure corporate partnerships and provide strategic direction to navigate the public television arena
- Expertise in customizing integrated sponsorship packages to enhance a partnership that include digital, event, ancillary branding on Home Video/DVD's and companion books
- Successfully secured and supervised execution of multiple sponsorships including Kashi for the upcoming series *Harvest Eating*, Unilever for Knorr's first integrated broadcast venture with *The Meaning of Food*; Cunard for the primetime series *Monarchy*, *The Royal Family at Work*; and Amtrak for *Thomas & Friends*, while serving as liaison between the client, PBS, affiliate station, producers, and public relations and media agency executives
- Demonstrated ability driving marketing strategies for national series and specials, including successful promotional partnership with Steinway & Sons for *Legends of Jazz* series and strategic sales partnership with *Newsweek* for a print component for the series *Foreign Exchange*
- Proficiency at cultivating relationships to extend PBS brand awareness to Fortune 500 senior executives at such companies as The Coca-Cola Company, Johnson & Johnson, Dow, and their advertising agencies

#### **Carnegie Hall**

##### Director, Corporate Relations & Sponsorships

1999-2001

- Directed and supervised corporate relations staff on a day-to-day basis, met the multi-million dollar annual revenue goal through corporate philanthropy and sponsorships from over 150 corporations, including Citigroup, Continental Airlines, Universal Classics Group, and the Pepsi-Cola Company, with oversight of budget
- Negotiated, secured, and managed new and existing sponsorships with keen attention to detail, collaborated with internal departments, delivered assets while extending key partnerships with co-branding and cross-promotions
- Managed the Corporate Leadership Committee, a distinguished group of 23 senior-level executives, and through proactive cultivation, successfully doubled the committee size within one year
- Designed and produced all collateral print materials, customized sponsorship proposals, and oversaw design of corporate sponsorship pages on award-winning Web site

#### **San Francisco Conservatory of Music**

##### Manager, Corporate Relations & Special Events

1994-1999

- Successfully functioned as Executive Producer for annual community hallmark fundraising event held in major market venue with responsibility overseeing advertising, budget, contract negotiation, corporate sponsorship, direct mail, ticket pricing, production, promotion and Web site

- Planned and oversaw two successful 500-guest Gala Dinner events honoring world-renowned artists
- Reduced expenses and increased net profit of fundraising event by 43%, corporate sponsorship revenue by 45%, advertising revenue by 38%, and exceeded goal for two Gala Dinners by 20%
- Developed and executed summer chamber music festival and bi-annual event called “Open Classroom Days,” both of which cultivated a new audience and heightened awareness of organization
- Secured new multi-year sponsorships from Bear Stearns & Co., The Clorox Company and See’s Candies

**AT&T**

Account Manager

1992-1993; 1986-1990

- Marketed and managed voice and data product line in geographic territory with over 400 medium-sized business accounts in San Francisco, Philadelphia and Washington, D.C.
- Exceeded annual revenue objectives of \$1million in each year and received national recognition awards
- Developed and implemented successful product marketing programs targeting specific industries

**The Gap**

Assistant Manager

1990-1992

- Assisted with management of \$1.6 million high profile San Francisco store, merchandised products according to Gap standards, and met revenue objectives in competitive marketplace while supervising a team of ten
- Developed marketing strategies that increased sales and improved customer service practices

**Grey Advertising / New York**

Media Planner

1985-1986

- Planned and managed all media budgets for ABC-TV Movies, Warner Bros., RCA Records, and Timex accounts, including network and spot TV, radio, print and outdoor advertising
- Assisted with development of media objectives and strategies
- Generated analytical reports to support media recommendations by researching statistical data and trends

**EDUCATION**

B.A. in Business/Marketing with Music minor, Wittenberg University, Springfield, Ohio

- Four-year recipient of Alida Attwell-Smith music scholarship
- President, Delta Gamma sorority
- Institute of European Studies, Vienna, Austria – International Business and Music

**PROFESSIONAL / NONPROFIT AFFILIATIONS**

- American Women in Radio and Television - member, 1996 - 2003
- American Film Institute - member, 1996 - present
- American Symphony Orchestra League - member, 1999 - 2003
- International Radio and Television Society – member – 2002 - present
- The United Way - Campaign Manager - Internship, 1993 – 1994
- New York Women in Film and Television – member, 2007- present