

FORD MADE IN AMERICA
Final Report Form



All Ford Made in America participants are required to complete this final report process to be eligible to receive the orchestra grant detailed in the Ford Made in America Consortium Contract. The process includes:

1. Submission of all data requested on this form, which aims to quantify and qualify your Ford Made in America activities.
2. Submission of printed materials associated with participation in Ford Made in America. This includes:
 - a. 3 copies of concert programs
 - b. 3 copies of direct marketing materials, e.g., brochures, postcards, fliers, postcards, etc.
 - c. 1 copy of advertisements (newspapers, weekly periodicals, etc.)
 - d. 1 copy of newspaper articles and reviews related to the season and the specific concert (identify the newspaper and date on all submissions.)
 - e. 1 copy of recordings of radio and/or television coverage, if available (interviews only)
 - f. 3 copies of any education/community engagement materials you developed
 - g. Any other materials, e.g., photos, etc., that you feel should be part of the Ford Made in America archive.

SUBMISSION DIRECTIONS:

Within 30 days of your performance of *Chasing Light...*, please submit this form and the printed materials to:

Michael Manley
Ford Made in America
League of American Orchestras
33 West 60th Street, Fifth Floor
New York, NY 10023
(646) 822-4037

Once we receive all final report materials from you, we will process your orchestra's re-grant. Please send materials within 30 days of your *Chasing Light...* performance(s).

ORCHESTRA INFORMATION:

Orchestra Name _____ Current League Member? Yes No

Final Reporting Contact Person _____

Title _____

E-mail address _____

Telephone number _____

Mailing address for orchestra re-grant _____

CONCERT INFORMATION:

Chasing Light... performance date(s) _____

Venue(s) _____

Capacity of venue(s) _____

Audience and Population Data

Total subscription attendance for all performances of *Chasing Light...* _____

Total single-ticket attendance for all performances of *Chasing Light...* _____

Total number of classes/school groups attending concert performances of *Chasing Light...* _____

Total number of students attending concert performances of *Chasing Light...* _____

Total attendance at concert(s): _____

Total attendance at related public programs (pre-concert lectures, receptions, etc.) _____

If your orchestra participates in similar programs involving educational components, please provide the average total ticket sales for those concert series: _____

If your orchestra participated in Round One of Ford Made in America, please provide the total attendance for all performances of Joan Tower's *Made in America*: _____

Population Served

Of the population attending performances of *Chasing Light...*, estimate the demographic percentages.

Gender _____% Male _____% Female (percentage total should be 100%)

Age Group (%)

_____ Age 0-5

_____ Age 6-12

_____ Age 13-21

_____ Age 22-64

_____ Age 65 and older

100% TOTAL

Ethnicity (%)

_____ Arab

_____ African-American/Black

_____ Asian/Pacific Islanders

_____ Caucasian/White

_____ Hispanic

_____ Native American/Alaskan

_____ Other

100% TOTAL

Recording and Broadcast Data

Was this performance recorded? Yes No

Was the performance broadcast? Yes No If yes, where and when? _____

Estimated broadcast audience (if applicable) _____

Total project budget (including concert, marketing and community engagement expenses) \$ _____

EDUCATION AND COMMUNITY ENGAGEMENT INFORMATION:

Education Statistics

Number of preschool/elementary schools which received program educational materials: _____

Number of preschool/elementary classes/groups reached: _____

Number of preschool/elementary students reached: _____

Number of middle/junior high schools which received program educational materials: _____

Number of middle/junior high classes/groups reached: _____

Number of middle/junior high students reached: _____

Number of high schools which received program educational materials: _____

Number of high school classes/groups reached: _____

Number of high school students reached: _____

Number of colleges reached: _____

Number of college students reached: _____

Total schools reached: _____ **Total classed/groups reached:** _____ **Total students reached:** _____

Please describe your education activities, including how the program’s educational materials were disseminated and used by the schools. (Please attach additional sheets as needed.)

Community Engagement Statistics

Number of community partner organizations that received program educational materials: _____

Number of individuals reached through community partner engagement activities: _____

Please describe your community engagement activities undertaken in conjunction with the program, including how the program’s educational materials were disseminated and used by the community partners. Please also describe the partner organizations/institutions and populations reached. (Please attach additional sheets as needed.)

PR, ADVERTISING AND MARKETING INFORMATION:

Public Relations Impact

	Total number:	Exposure: (Estimated total number who saw/heard this feature)
Newspaper features	_____	_____
Magazine features	_____	_____
Any other print features	_____	_____
Concert reviews	_____	_____
Television features (performances, or feature stories)	_____	_____
Radio features/interviews	_____	_____
Homepage/Website (estimated hits for program period)	_____	_____

Describe the pr/media outreach initiatives undertaken by your orchestra to promote Ford Made in America and *Chasing Light...* . (Please attach additional sheets as needed.)

Marketing Impact

Total number of people reached through orchestra-produced materials featuring Ford Made in America:

Season brochures _____
Season calendars _____
Flyers _____
Event Invitations _____
Other signage (banners, posters) _____

Advertising and Promotion Impact

	Total number:	Exposure: (Estimated total number who saw/heard this ad/promotion)
Print advertisements	_____	_____
Television advertisements	_____	_____
Radio advertisements	_____	_____
Web site promotions/advertisements	_____	_____

Describe the marketing and advertising initiatives undertaken by your orchestra to promote and build enthusiasm for Ford Made in America and *Chasing Light...* (Please attach additional sheets as needed.)

Fundraising

Ford dealership sponsorships Yes No
 Other grants/sponsorships/events Yes No

Please tell us, if applicable, how you utilized your participation in Ford Made in America to create or maximize fundraising opportunities. (Please attach additional sheets as needed.)

As a reminder, please submit this form along with printed materials within 30 days of your performance of *Chasing Light...*, to:

**Michael Manley
Ford Made in America
League of American Orchestras
33 West 60th Street, Fifth Floor
New York, NY 10023**

Thank you!