

## **LINES Ballet**

Wallace Excellence Awards Event: Engaging New Dance Audiences  
June 30, 2009

- I. Wallace Goals
  - a. Increase Diversity
  - b. Increase Audience and repeat attendees
  - c. Increase awareness of Company
- II. Alonzo King's LINES Ballet Background
  - a. 27 Years
    - i. 1982 Performance Company established
    - ii. 1989 Dance Center
    - iii. 2001 LBS Program
    - iv. 2006 BFA Program
  - b. Brand is continuing to grow and expand
- III. Wallace Efforts
  - a. Marketing mix
  - b. Focus Groups
  - c. Marketing Support
- IV. What We Learned
  - a. Timing – Getting the Word out Early
  - b. General Marketing Mix
    - i. Hard copy – Direct Mail/Postcards
    - ii. Street Advertising – Bus Ads
    - iii. Print Advertising
    - iv. Public relations
    - v. Electronic – website, e-newsletter, e-blasts, youtube, facebook
  - c. Take advantage of collaborations to expand audience diversity
    - i. Niche marketing per season is important
      - 1. Asian Heritage
      - 2. SF Jazz
      - 3. MoAD
      - 4. Rhythm Village
    - ii. Pre-season events build interest
      - 1. Shaolin/Berkeley Mills
      - 2. Stern Grove
      - 3. Lecture/demo
      - 4. In-studio visits
    - iii. Programs around season attract attention
      - 1. Meet the monks
      - 2. Family Day
      - 3. AK Q&A
      - 4. Extensions

- V. Research Highlights
  - a. AKLB continues to attract a broad base of age ranges, affluent college educated majority SF based (>50%)
  - b. Fall 2008 Survey - Diversity increased from 29% - 37% (Asian American Audience 9% to 17%)
  - c. 2009 brief e-survey – More repeat attendees
  - d. High net promoter score 68% willing to recommend
  - e. Brand Identity Issue – Disconnect between Alonzo King and LINES Ballet and San Francisco Dance Center
- VI. What's coming up
  - a. SFDC 20 Year Anniversary Party – September 12, 2009
  - b. Fall 2009 Season w/Jason Moran Oct 23 – Nov 1
  - c. Opening of Monaco Dance Forum Festival's 100<sup>th</sup> Anniversary of the Ballets Russes with Scheherazade – December 9 - 10