

### Client Overview

1. Client: The Levitt Pavilion Pasadena
2. Address: 30 N. Raymond Avenue, Suite 100, Pasadena 91103
3. Telephone: (626) 683-3230      Email: levittpavilionpasadena.org
4. Contact: Nicole Wallace      [nicole@levittpavilionpasadena.org](mailto:nicole@levittpavilionpasadena.org)
5. Client Mission: They provide 50 free professional concerts every summer at Memorial Park.
6. Client Target: People of all ages and backgrounds who are interested in a variety of live and free music
7. Reason for Choosing Client: I chose The Levitt Pavilion because I like how they provide free concerts and I think that creating an advertising campaign on them would be interesting.
8. What You Will Do For Client: Advertising Campaign

Karen Lai

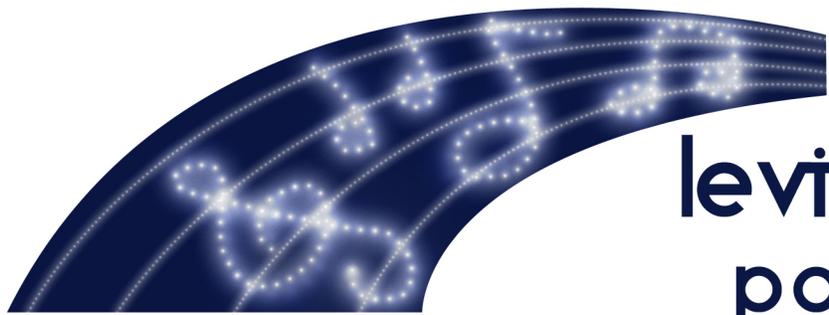
22 March 2011

### Proposal

Every year, the Levitt Pavilion Pasadena, a non-profit organization, provides fifty free music concerts during the summer at night in Pasadena's Memorial Park. They invite artists/bands of all music genres to perform. Their mission is to provide an evening of great music, beautiful weather, and friendly atmosphere to people of all ages and backgrounds.

I chose the Levitt Pavilion because they provide the unique service of providing free concerts. I think that creating an advertising campaign on them would be an interesting challenge because they provide a service, instead of a product.

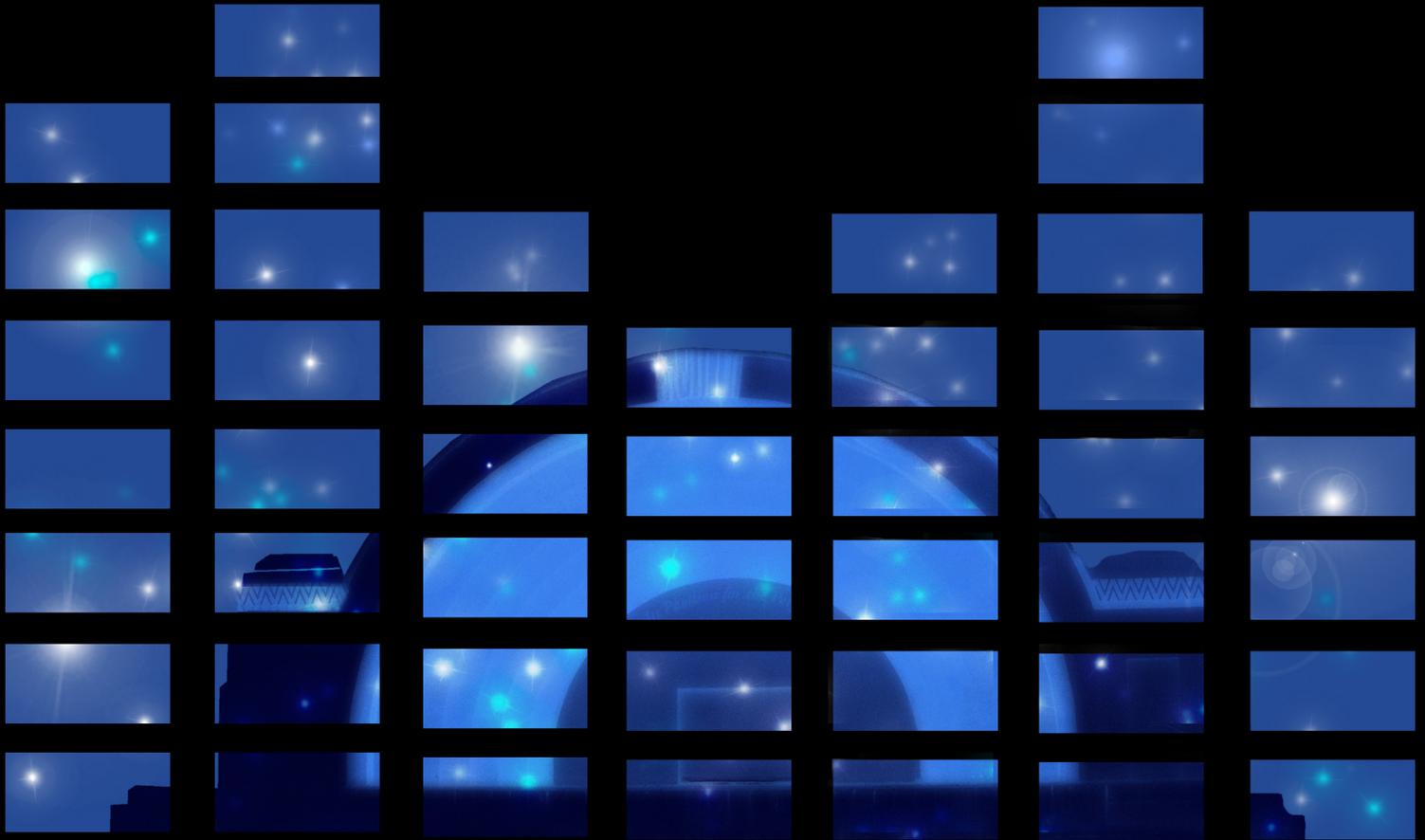
I am doing an advertising campaign for the Levitt Pavilion to promote their organization. My advertising campaign will promote their service by using images of music notes, as well as stars for a night theme. For example, I created the tagline, "Fifty nights of free music," to promote their organization's services in a straightforward manner. Also, the logo contains music notes made of stars and the magazine ad is a picture of music bars with the concert stage in the background. The billboard is a simpler version of the magazine ad because people have a short amount of time to look at a billboard. The website uses the billboard image for the background, with the rest of the website content placed on top within two opaque rectangles to give a simplistic look. Finally, my promotional item will be a sticker because stickers can be placed in various places and stickers can effectively create more awareness for the organization at a low cost.



the  
levitt pavilion  
pasadena

FIFTY NIGHTS OF FREE MUSIC

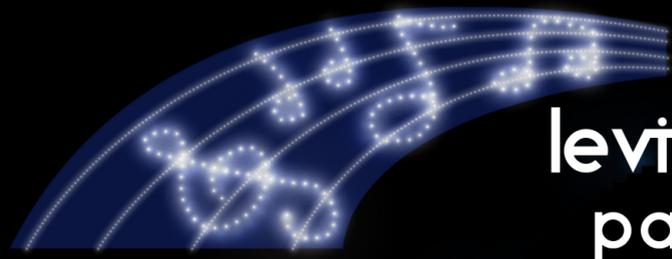
# FIFTY NIGHTS OF FREE MUSIC



ALL SUMMER LONG  
IN PASADENA'S  
MEMORIAL PARK



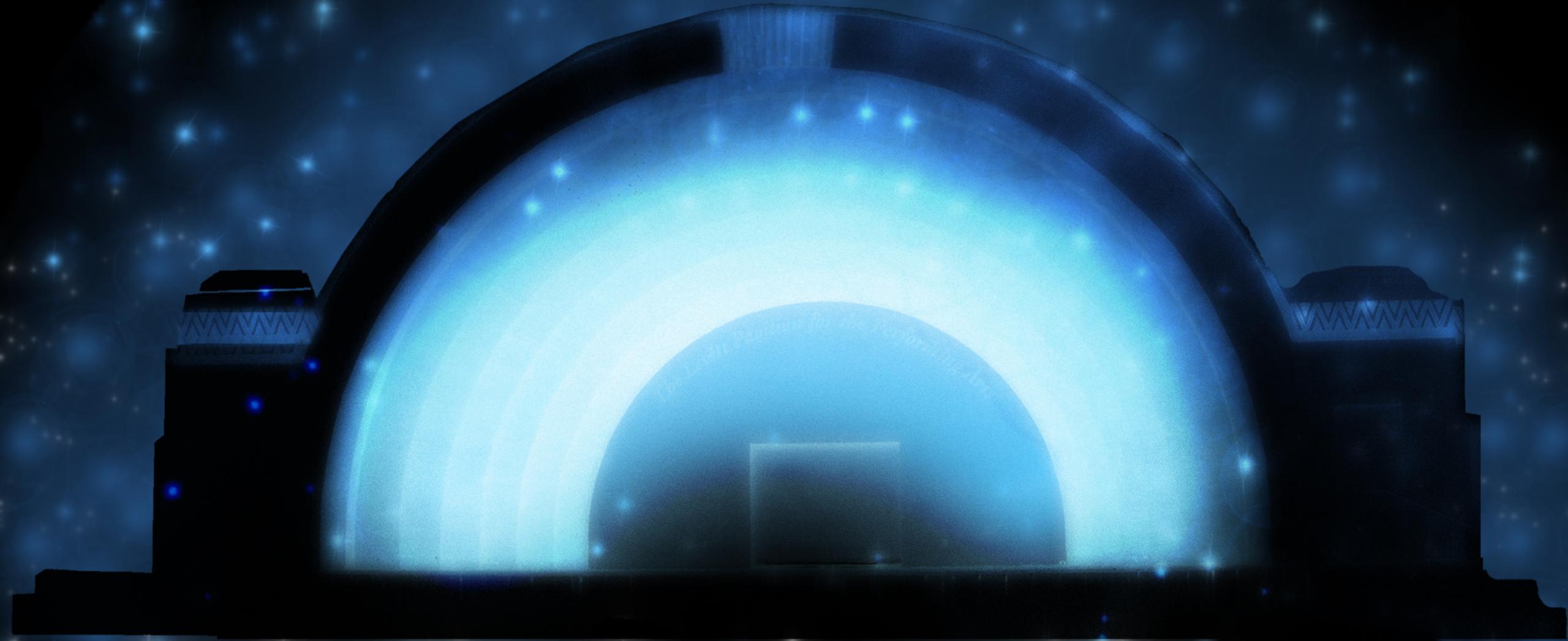
[www.levittpavilionpasadena.org](http://www.levittpavilionpasadena.org)



the  
levitt pavilion  
pasadena

# FIFTY NIGHTS OF FREE MUSIC

[WWW.LEVITTPAVILIONPASADENA.ORG](http://WWW.LEVITTPAVILIONPASADENA.ORG)



# HOME

# CONTACT

## ADDRESS

FRIENDS OF THE LEVITT PAVILION  
PASADENA  
30 N RAYMOND AVE, SUITE #100  
PASADENA, CA 91103

## PHONE

(626) 683-3230

## FAX

(626) 683-3225

CJ, WHITCOMB, ESQ.,  
EXECUTIVE DIRECTOR

CJ@LEVITTPAVILIONPASADENA.ORG

MARK TUCKER,  
DIRECTOR OF DEVELOPMENT

MARK@LEVITTPAVILIONPASADENA.ORG

EDDIE COTA,  
ARTISTIC DIRECTOR

EDDIE@LEVITTPAVILIONPASADENA.ORG

NICOLE WALLACE,  
ADMINISTRATIVE COORDINATOR

NICOLE@LEVITTPAVILIONPASADENA.ORG

DANIEL RIZIK-BAER,  
OUTREACH COORDINATOR

DANIEL@LEVITTPAVILIONPASADENA.ORG

## HOME

# DATES

2011 CALENDAR TBA IN MAY

BELOW IS A SAMPLE OF THE 2010 SUMMER CALENDAR:

6/27 7PM TERRANCE SIMIEN & ZYDECO EXP.  
6/29 8PM WESTPORT COMMUNITY BAND  
6/30 7PM THE HALL FAMILY  
7/1 8PM AIR FORCE BAND OF LIBERTY  
7/3 8PM AZTEC TWO-STEP  
7/4 7PM J. GELLS/GERRY BEAUDOIN  
7/6 8PM CONNECTICUT CHAMBER ORCHESTRA  
7/7 7PM BOUNCE, OOO LA LA & DANIEL  
7/8 9PM HUEY LEWIS AND THE NEWS  
7/9 8PM SWEETBACK SISTERS  
7/10 8PM VOO DOO CARNIVAL  
7/11 7PM JOE CARTER JAZZ QUINTET  
7/13 8PM CONNECTICUT BALLET  
7/14 7PM SQUEAKY CLEAN  
7/15 8PM JOSHUA KANE: BORDERS OF THE MIND  
7/16 8PM GUNSMOKE  
7/17 8PM CHRISTOPHER ROBIN BAND  
7/18 7PM NAVY BAND NORTHEAST  
7/20 7PM SOMERS-ROSENTHAL FAMILY BAND  
7/21 7PM MAGIC OF LYN  
7/22 8PM SOL Y CANTO  
7/23 8PM DNR  
7/24 8PM JESSE LOPEZ  
7/25 7PM GALVENIZED JAZZ BAND  
7/27 7PM SUZANNE SHERMAN  
7/28 7PM TOP CHAPIN AND BAND

7/29 8PM INFINITANGO  
7/30 8PM CRACKED ICE  
7/31 8PM WASHBOARD SLIM & THE BLUE LIGHTS  
8/1 7PM INCENDIO  
8/3 8PM TREEHOUSE COMEDY CLUB I  
8/4 7PM PRINCESS KATIE & RACER STEVE  
8/5 8PM ABACA STRING BAND  
8/6 8PM EARLY CLOVER  
8/7 8PM RIVER CITY SLIM & THE ZYDECO HOGS  
8/8 7PM FRANK VIGNOLA  
8/11 7PM REBECCA FREZZA & BIG TRUCK  
8/12 8PM THE NUNZIATAS: WILL & ANTHONY  
8/13 8PM P.J. PACIFICO  
8/14 8PM MINGO FISHTRAP  
8/15 7PM BOB LASPROGATO & UPTOWN BAND  
8/17 8PM THE WIGGINS SISTERS  
8/18 7PM SILLY JELLYFISH  
8/19 8PM WEST POINT JAZZ KNIGHTS  
8/20 8PM PROFESSOR LOUIE & THE CROWMATICS  
8/21 8PM MILL RIVER BAND  
8/22 7PM GIACOMO GATES  
8/24 8PM TREE HOUSE COMEDY CLUB II  
8/25 7PM THE BOOGERS  
8/26 8PM HARMONY ON THE SOUND CHORUS  
8/27 8PM EMIL STUCCHIO & THE CLASSICS  
8/28 8PM RED MOLLY

[HOME](#)

[ABOUT US](#)

EVERY SUMMER,  
THE LEVITT PAVILION PASADENA,  
A NON-PROFIT ORGANIZATION,  
PROVIDES FIFTY FREE MUSIC  
CONCERTS AT NIGHT AT THE  
BANDSHELL OF PASADENA'S  
MEMORIAL PARK.

THE LEVITT PAVILION INVITES  
ARTISTS/BANDS OF ALL MUSIC  
GENRES TO PERFORM. THE  
LEVITT PAVILION'S MISSION IS  
TO PROVIDE SUMMER EVENINGS  
OF GREAT MUSIC AND  
BEAUTIFUL WEATHER TO  
PEOPLE OF ALL AGES AND  
BACKGROUNDS.

[VENUE](#)

[DATES](#)

[SUPPORT](#)

[CONTACT](#)

# **SUPPORT**

## **DONATIONS**

DONATIONS CAN BE MADE TO:  
FRIENDS OF THE LEVITT PAVILION  
PASADENA  
30 N RAYMOND AVE, SUITE #100  
PASADENA, CA 91103

THE LEVITT PAVILION PASADENA WOULD APPRECIATE IF ANY OF THE FOLLOWING ITEMS CAN BE DONATED. IF INTERESTED, PLEASE CONTACT **MARK TUCKER**, DIRECTOR OF DEVELOPMENT, (626) 683-3230 OR [MARK@LEVITTPAVILIONPASADENA.ORG](mailto:MARK@LEVITTPAVILIONPASADENA.ORG).

ITEMS INCLUDE:  
PROFESSIONAL MUSIC STANDS WITH LIGHTS, DESKTOP COMPUTER, WIRELESS VOCAL MICROPHONES, LIGHTING EQUIPMENT, OUTDOOR SOUND EQUIPMENT, LIGHTING SPECIAL EFFECTS, ETC.

## **VOLUNTEER**

VOLUNTEER POSITIONS INCLUDE:

- SERVING ON OUR ANNUAL GALA EVENT COMMITTEE
- PROVIDING ON-SITE SUPPORT AT CONCERTS
- PROVIDING ON-SITE SUPPORT AT OUR ANNUAL GALA EVENT
- PROVIDING SUPPORT FOR THE LEVITT LOVES KIDS PROGRAM
- PASSING OUT PROGRAMS OR OTHER MATERIALS TO AUDIENCE MEMBERS
- PROVIDING CLERICAL SUPPORT TO LEVITT PAVILION STAFF
- SEEKING SPONSORSHIP SUPPORT FROM YOUR EMPLOYER OR OTHER BUSINESSES

IF YOU'RE INTERESTED IN ANY OF THESE VOLUNTEER POSITIONS, PLEASE CALL (626) 683-3230

## HOME

## VENUE

### LOCATION

THE LEVITT PAVILION IS LOCATED AT 85 E. HOLLY ST. AT MEMORIAL PARK. OFF THE FAIR OAKS EXIT FROM THE 210 FREEWAY.

THE PARK IS AT THE CORNER OF WALNUT AND RAYMOND.

### PARKING

THE CLOSEST PARKING GARAGE IS LOCATED ON RAYMOND AVE., DIRECTLY ACROSS THE STREET FROM THE BANDSHELL. ALSO, THERE ARE SEVERAL PARKING SPACES AVAILABLE ON RAYMOND AVE.

### METRO

THERE IS A GOLD LINE METRO STOP AT MEMORIAL PARK.

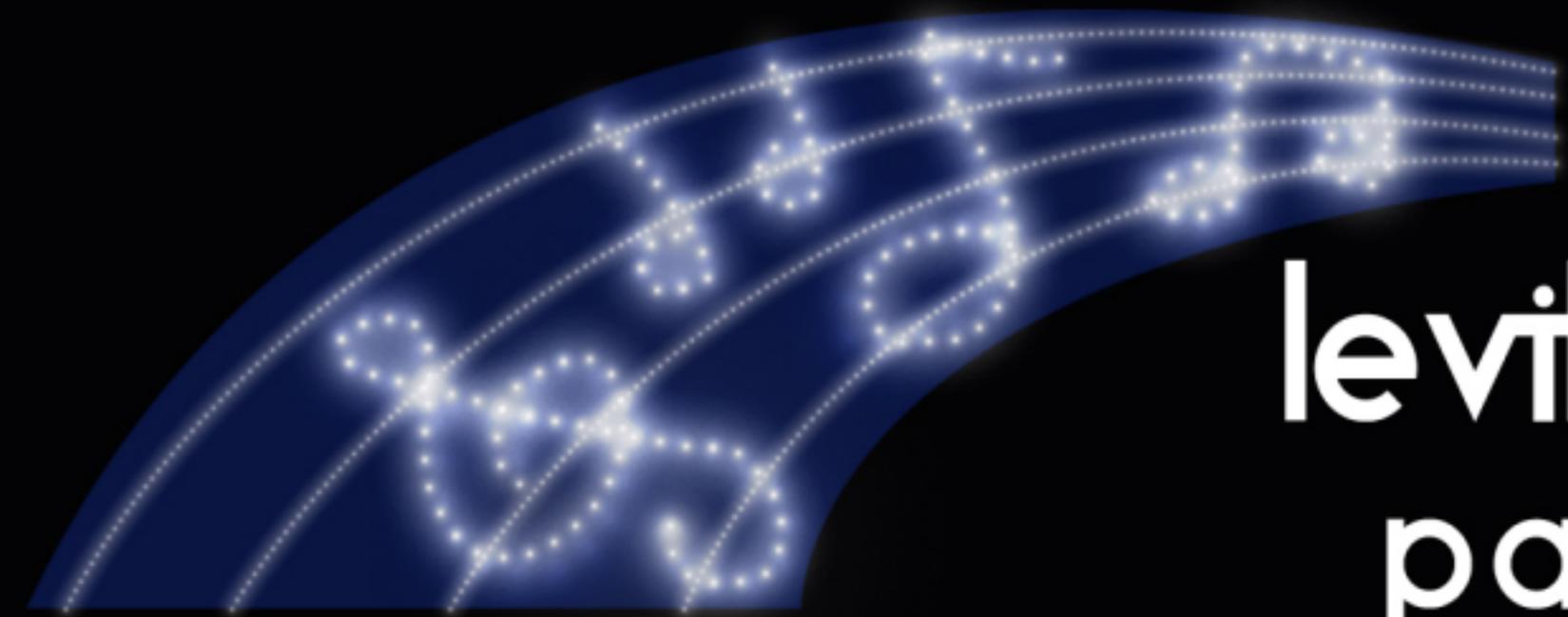
### FOOD AND BEVERAGE

DD'S CHICK & CAT SHACK WILL SELL A VARIETY OF FOOD AND NON-ALCOHOLIC BEVERAGES AND CM FINE CHOCOLATES WILL SELL GOURMET DESSERTS.

### RULES

THE LEVITT PAVILION BAND SHELL IS LOCATED ON PUBLIC PROPERTY. THEREFORE CITY CODES WILL BE ENFORCED. ATTENDEES BREAKING RULES WILL BE SUBJECT TO BE ESCORTED.

I WENT TO A  
FREE CONCERT AT



the  
levitt pavilion  
pasadena



PRESENTS **P.U.S.D.**

# BATTLE OF BANDS

6/11/2011

Check out **student bands**  
as they **battle** it out for

**P.U.S.D. SUPREMACY!**

Exclusive **PRIZE** for the **winning school**.  
**Prize package** for the **winning band**.

The more students that show up from your school,  
the better chance you have of winning!

**FREE ADMISSION**

[www.levittpavilionpasadena.org](http://www.levittpavilionpasadena.org)

at the Levitt Pavilion Pasadena  
Memorial Park  
corner of Holly and Raymond



DESIGNED BY KAREN LAI



# P.U.S.D. BATTLE

# OF THE BANDS

at the  
Levitt Pavilion Pasadena  
Memorial Park  
corner of  
Holly and Raymond

6/11/2011  
2 p.m. - 6 p.m.

Exclusive PRIZE for the winning school.

The more students that show up from your school, the better chance you have of winning!

Prize package for the winning band.

CHECK OUT  
STUDENT BANDS  
AS THEY BATTLE IT  
OUT FOR  
P.U.S.D.  
SUPREMACY!

# FREE ADMISSION

 OLD TOWN  
MUSIC CO.

42 East Colorado Boulevard  
Pasadena, California 91105  
(626) 793-4730 • (323) 681-2418 •





PRESENTS **P.U.S.D.**



# BATTLE OF THE BANDS

Check out **student bands**  
as they battle it out for  
**P.U.S.D. SUPREMACY!**

6/11/2011

2 p.m.-6 p.m.

Levitt Pavilion Pasadena  
Memorial Park  
corner of Holly and Raymond

BAND NAME HERE



BAND NAME HERE



BAND NAME HERE



BAND NAME HERE

## FREE ADMISSION

## PRIZES

winning school lunch time party hosted by  
Increase your band's score just by showing up!  
power 106

winning band performs live at the Levitt stage during the 2011  
FREE summer concert series



DESIGNED BY KAREN LAI



THE LEVITT PAVILION PASADENA  
PRESENTS



P.U.S.D.

# BATTLE OF THE BANDS

06/11/2011  
2 p.m.-6 p.m.

BAND NAME HERE



BAND NAME HERE



BAND NAME HERE



BAND NAME HERE

Levitt Pavilion Pasadena  
Memorial Park

corner of Holly and Raymond

Check out student bands

as they battle it out for

**P.U.S.D. SUPREMACY!**

**FREE ADMISSION**

**PRIZES**

winning school  
Increase your band's score  
just by showing up!

lunch time party hosted by  
power 106

winning band

performs live at the Levitt  
stage during the 2011  
FREE summer concert series

