



LA OPERA

LEGACY

AMBASSADOR PROGRAM

LEGACY MASTER PACKET

2023-2024 OFFICIAL AMBASSADOR GUIDE

Welcome to the

Legacy Opera Ambassadorship

Congratulations on becoming a selected member of the LA Opera Legacy Ambassador Program! We are excited to have you as an ambassador for the 2023-2024 season at LA Opera. This packet has all the essentials you will need to fulfill your role as an ambassador this year. We look forward to embarking on this journey with you as we help keep LA Opera and the arts alive throughout the Los Angeles community.

HOW WAS I SELECTED FOR THIS ROLE?

LA Opera Ambassador Selection Committee selected Los Angeles's greatest icons, influencers, thought leaders, business executives, and community leaders who were focused on preserving the legacy of the arts and ensuring the arts are accessible to all.

LA Opera's Mission

To serve the public by producing world-class opera that preserves, promotes and advances the art form while embodying the diversity, pioneering spirit and artistic, sensibility unique to Los Angeles.

YOUR ROLE AS AN AMBASSADOR

AMBASSADOR TERM: SEPTEMBER 1ST 2023 – AUGUST 31ST 2024

Now that you have chosen to be an ambassador for LA Opera, let's discuss what your role is and how you can continue to advance the mission of the program. The mission of the program is three-part:

1. To put an emphasis on creating a sense of belonging for people of color.
2. To do our part to make the arts accessible to all.
3. To amplify the community-based programs that LA Opera has created for underserved and underbanked communities.

LA Opera Legacy Ambassador Program was established to forge deep, authentic, and long-standing relationships with diverse communities and the key thought leaders that influence them.

The Ambassadors will function as a bridge between LA Opera and the communities they serve to cultivate transparent dialogue, educational shares, access, and exposure to opera and the arts in general.



KEY SPEAKING POINTS

Some of our main speaking points when it comes to LA Opera are serving the public by producing a world-class opera that preserves, promotes, and advances the artform while also embodying the diversity, pioneering spirit, and artistic sensibility unique to Los Angeles.

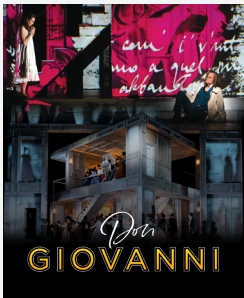
WHAT MAKES LA OPERA SPECIAL AND UNIQUE?

- The fourth largest opera company in North America.
- LA Opera is leading the efforts on celebrating, affirming, and advocating for diverse and equitable inclusion of race, ethnicity, gender, sexual orientation, faith, family structure, socioeconomic background, age, and ability.
- LA Opera is focused on ensuring all communities feel a sense of belonging. Opera companies across the globe have reputations for fostering elitist, discriminatory and inequitable practices. LA Opera is disrupting this culture and denouncing any divisive practices that have perpetuated this reputation.

DO YOU HAVE TO DRESS UP TO GO TO THE OPERA?

This one's easy —no! Wear whatever you want!

WHAT ARE THE 2023 MAINSTAGE PRODUCTIONS?



Don Giovanni

He's smooth. He's shameless.
He's doomed.

[LEARN MORE](#)

Sept 23-Oct 15



The Barber of Seville

Figaro! Figaro! Figaro! He's
back and funnier than ever.

[LEARN MORE](#)

Oct 21- Nov 12th



El Último Sueño de Frida y Diego

The romance and heartache
of two 20th-century giants

[LEARN MORE](#)

Nov 18th - Dec 9th

HOW IS LA OPERA CONNECTED TO THE COMMUNITY?

Since the Company's inception in 1986, LA Opera Connects programs have provided over 3 million diverse people across Los Angeles with innovative, exciting opportunities to experience opera. Each season, LA Opera's education and community programming serves over 130,000 students, teachers, families, healthcare patients, senior citizens, veterans, and other community members. On the following page are the different programs offered by LA Opera in each category.



COMMUNITY + ENGAGEMENT + LEARNING



EDUCATION/CLASSROOM

LA Opera 90012

High school students apply for a mini-subscription to LA Opera's season by writing an essay on "Why I Want to Attend the Opera." Thirty selected students and their guardians are invited to behind-the-scenes workshops, and receive access to exclusive backstage tours and recitals when opportunities become available.



Length of Program: Opera Season

Audience: High School Students

Cost: Free

[Learn More](#)

Volunteer Community Educators

This team of volunteers serves as a voice of LA Opera in the community by introducing civic and social organizations, philanthropic groups, schools, and library audiences throughout Southern California to the extraordinary world of opera, free of charge.



Length of Program: Opera Season

Audience: Social Orgs, Philanthropic Groups, Schools, Library Audiences in SoCal

Cost: Free

[Learn More](#)



CAREERS



Opera Prep

This program combines the opportunity to see one of LA Opera’s mainstage productions with a behind-the-scenes encounter with the many careers that bring the productions to the stage. Over 6,500 students attend LA Opera productions through Opera Prep each season.



Length of Program: Opera Season

Audience: Students

Cost: Free

[Learn More](#)

OperaWise

LA Opera provides a unique behind-the-scenes experience for college students interested in the study of opera, music, and theatre. College and university faculty apply to bring classes and groups of students to orchestra technical rehearsals on the mainstage.



Length of Program: Opera Season

Audience: College Students and Faculty

Cost: Free

[Learn More](#)

Opera for Educators

LA Opera’s award-winning Opera for Educators series explores opera from an interdisciplinary point of view and information needed to integrate opera into the classroom curriculum. LA Opera presents seven seminars throughout the year that focus on each mainstage opera. Through a sequence of topical lectures, discussions with educators and arts specialists, and resource materials.



Length of Program: Opera Season

Audience: Educators

Cost: \$20

[Learn More](#)

The Opera Academy

The three-tiered Academy nurtures high school students representing diverse backgrounds with the opportunity to learn about careers in opera through the Leadership Academy, Tech Academy, and Russell Thomas Youth Artist Training Academy. The Leadership program provides paid internships that rotate through administrative departments while Tech places them in design and production. The Artist Training program helps prepare singers for professional careers.



Length of Program: Multi-Year

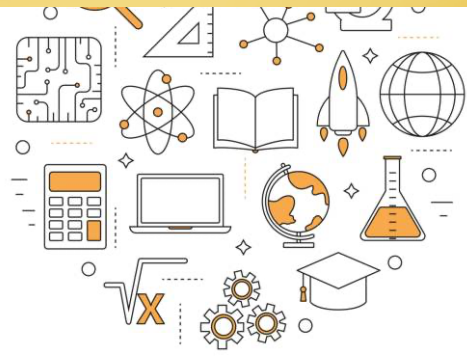
Audience: High School Students

Cost: Free

[Learn More](#)



STEAM



Elementary In-School Opera

Brings opera professionals into schools to prepare and perform a specially commissioned work together with elementary students over the course of six weeks. Students use math, engineering, and design skills to create set designs for the featured opera.



Length of Program: January - March
Audience: Elementary School Students
Cost: \$1500 (sponsorships available)

[Learn More](#)

Secondary In-School Opera

This 10-week in-school residency extends the program to challenge middle and high school students with producing and performing socially relevant, provocative work, under the guidance of LA Opera's Teaching Artists.



Length of Program: August - November
Audience: Middle and High School Students
Cost: \$1500 (sponsorships available)

[Learn More](#)



ACCESS AND EXPOSURE TO LA OPERA

Veterans Circle

Veterans are welcomed free of charge to attend three of LA Opera's productions at the Dorothy Chandler Pavilion followed by a special talk-back after the opera.



Length of Program: Opera Season
Audience: Veterans Community
Cost: Free

[Learn More](#)

Senior Center Dress Rehearsal

The company has made opera available to seniors by offering free admission to a dress rehearsal each season for up to 300 seniors.



Length of Program: Opera Season
Audience: Senior Community
Cost: Free

[Learn More](#)



PERFORMING OPPORTUNITIES

Free Community Concerts

LA Opera collaborates with museums, community groups, senior centers, and cultural institutions to offer recitals featuring LA Opera artists performing selections from the operatic repertoire specially crafted for each audience.



Length of Program: Opera Season

Audience: Museums, Community Groups, Senior Centers. Cultural Institutions

Cost: Free

[Learn More](#)

Opera Camp

This summer program provides approximately 100 young people with a hands-on experience in all aspects of opera production. Student participants, who apply and audition for the program, are led each full day by LA Opera staff and artists.



Length of Program: 2 Weeks During Summer Season

Audience: Children - Teen (Age 9-17)

Cost: Fee-based with scholarship

[Learn More](#)

Community Opera at the Cathedral

LA Opera has been honored to partner with the Cathedral of Our Lady of the Angels in Los Angeles to present free, large-scale community performances. The performances feature over 400 community members singing, acting, and playing in the orchestra with LA Opera's professionals.



Length of Program: January - March

Audience: Community Groups

Cost: Free

[Learn More](#)

The Zarzuela Project

Brings community members together weekly to learn this Spanish form of opera. They showcase their Zarzuela performances at many different venues across the county.



Length of Program: September - May

Audience: Performers and Community Groups - All Ages

Cost: Free

[Learn More](#)



PARTNERSHIPS AND COLLABORATIONS

WITH YOU AND YOUR NON-PROFITS

Community Circle Seating

Provides granted tickets to community partners serving underserved and underbanked community members and allows additional non-profit community groups the opportunity to purchase discounted tickets. Total of over 6,500 tickets each season.



Length of Program: Opera Season

Audience: Community Groups

Cost: Free or \$10

[Learn More](#)

Elementary Student Matinees at the Dorothy Chandler Pavilion

Brings more than 2,600 local elementary students to the Dorothy Chandler Pavilion for a field trip that includes a performance of a special children’s opera. LA Opera offers professional development, pre-performance support materials, and classroom visits from LA Opera’s Community Educators.



Length of Program: Opera Season

Auditions: To Be Determined

Audience: K-6th Grade Students

Cost: Free

[Learn More](#)



HEALTH AND WELLNESS

Opera for Life and Wellness

LA Opera partners with healthcare organizations to provide musical encounters for patients with memory issues such as Alzheimer’s, Long COVID and other challenges to provide music therapy and emotional support.



Length of Program: Year-round | **Audience:** Community Groups | **Cost:** Free

[Learn More](#)

Social Media

While posting is not required, we kindly ask that you share a social media post or two on your platforms sharing your experience with LA Opera to show the world that you are a proud member of our community



[CLICK HERE](#) to download your posts.

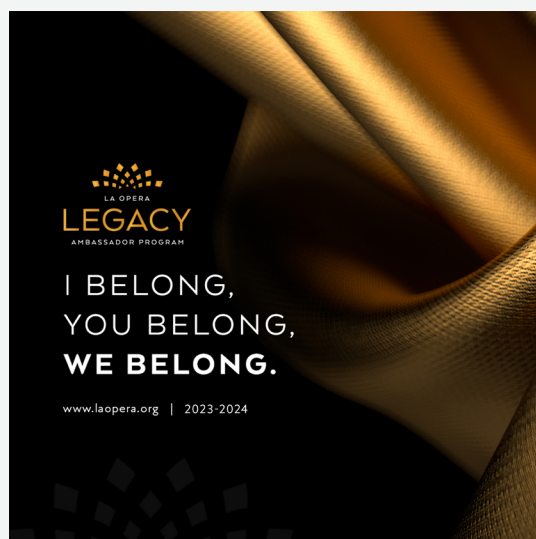
Sample Captions (COPY & PASTE):



- 1.) I am a proud LA Opera Legacy Ambassador.
#LAOpera #LAOAmbassador #Arts #Community
- 2.) We all have a desire to belong. I am doing my part to ensure that every person has access to the arts. Representation matters.
#LAOpera #LAOAmbassador #Arts #Community
- 3.) LA Opera is focused on ensuring that all communities feel they belong and that they are welcome. I am proud to be an LA Opera Legacy Ambassador.
#LAOpera #LAOAmbassador #Arts #Community
- 4.) I am an LA Opera Legacy Ambassador because the mission to engage diverse audiences, create bridges to the arts, and spread awareness is absolutely vital.
#LAOpera #LAOAmbassador #Arts #Community

Please tag us! @laopera

You are not required to use any of the above sample captions; however, we please ask that you include the following hashtags in your post(s): **#LAOpera #LAOAmbassador**



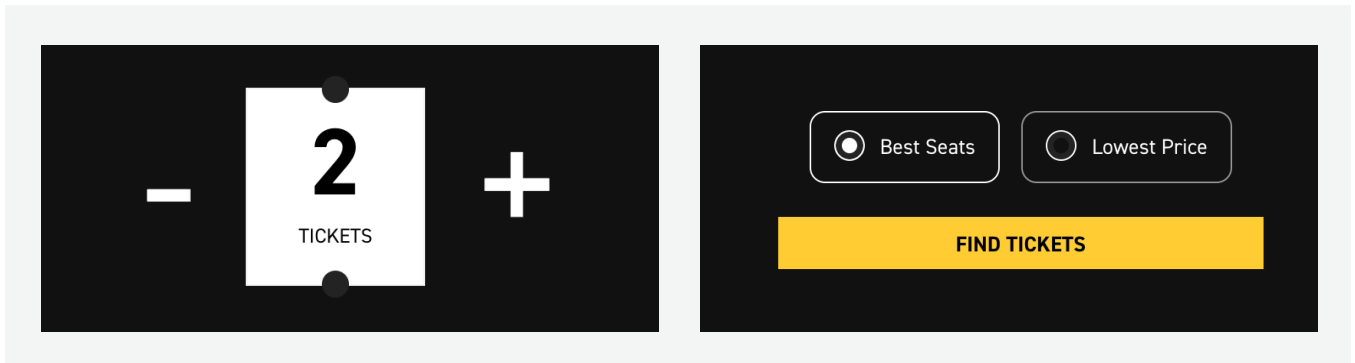
Ticket Information

AMBASSADOR PROMO CODE: (30% OFF)

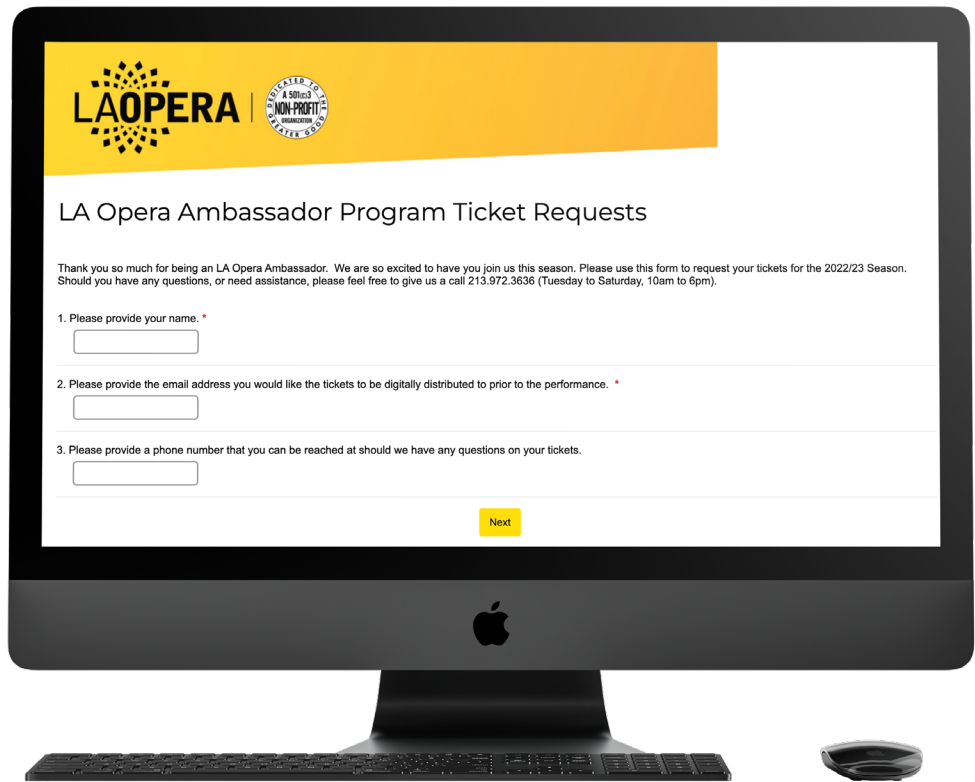
Codes can be redeemed online with using the code **FIRST INITIAL LAST NAME** or by calling our Box Office at (213) 972-8001. (Sample code: JSMITH)

TICKET INFORMATION

You are welcome to come visit six performances this season with a guest. Please make sure to fill out the form below each time you want to visit or you are able to request all your tickets for the whole season.

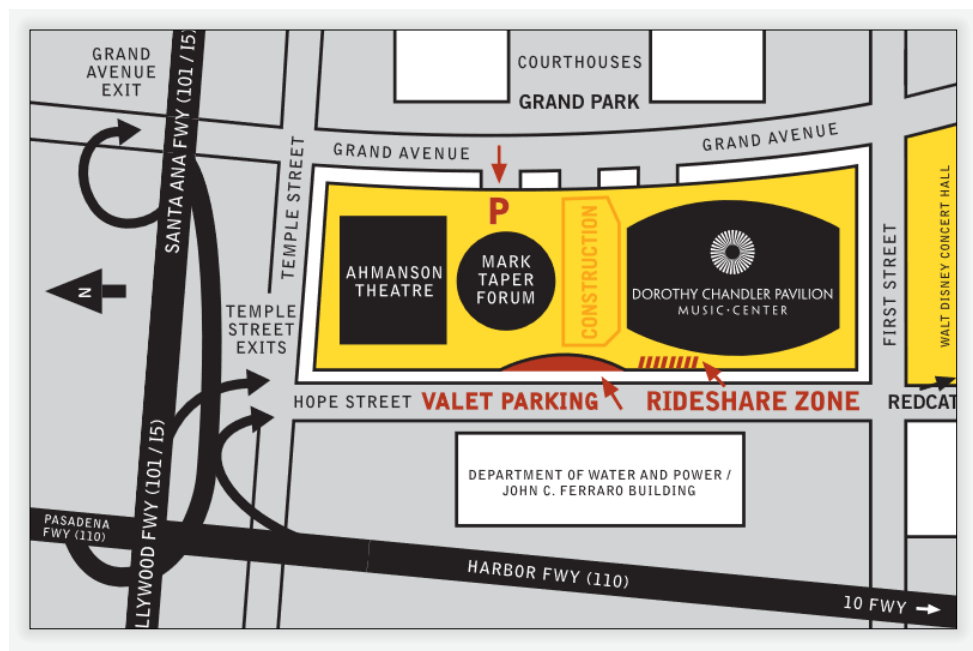


Please [CLICK HERE](#) to fill out your form. Then you will receive your tickets via email.



Parking Information

Parking is available in the Music Center garage and the Walt Disney Concert Hall. The Music Center garage entrance is located off Grand Ave between Temple Street and 1st Street, across from Grand Park.



Maps and more information
can be found by clicking
HERE

SELF PARKING - \$10

Due upon entry

This rate is available beginning at 4:30pm for evening performances, 2 hours before curtain for weekday matinees and all day on weekends.

VALET PARKING - \$23

Valet services begin 2 hours prior to performances.

Entrance to valet is located on Hope Street between First and Temple Street.

For vehicles displaying valid, state-issued disability parking placards, valet rate is \$9

ACCESSIBLE PARKING

Accessible parking spaces for vehicles displaying valid, state-issued disability parking placards or license plates are available in the Music Center garage on levels two and four. Check with a parking attendant for directions. Valet parking is also available at a special rate of \$9.

How will you ENGAGE?

THERE ARE 5 WAYS TO ENGAGE & HELP PROMOTE LA OPERA.

Engagement will be carried out using social media, digital ads, e-blasts, press, and in-person/virtual events. We ask that you choose **at least two ways** of engagement that you feel would be most ideal for you. Once you have chosen two ways to engage, please begin to post on your platforms to further advocate for LA Opera. See the following below for details.

Ways for you to be a great ambassador

SOCIAL MEDIA

Should you decide you want to use social media please follow these quick steps to ensure that LA Opera can be showcased in the best light possible. **When posting in regard to LA Opera on your social media, always be sure to tag @LAOpera. Lastly, please be sure to use any of the following hashtags: #thisishowopera #showmehowyouopera #LAOpera or #outtotheopera.** With these two simple steps, posting should not only be easy but a fun way to engage on social media.

DIGITAL ADS

Should you decide you want to participate in digital ads, just follow these few steps. We will provide you with a digital ad to post that will promote either the show itself or the events that will be held for LA Opera. The goal of using the format of digital ads is to reach your audiences and peak their interests. Also, this is a chance for you be featured in any ad campaigns.

E-BLASTS

If you choose to take part in the e-blast format here are some easy steps to ensure that you can effortlessly post. We will send you an already curated e-blast to send out. E-blasts are a great and painless way to reach a large audience. Instead of one-on-one communication, you will be able deliver your email message to an entire mailing list all at the same time. The e-blast created will be for both the show events and programs that pertain to LA Opera.

PRESS

If you choose to participate by working with the press, here are some steps that we ask you to follow to ensure LA Opera is presented in the proper manner. When speaking about LA Opera please provide a quote on why you chose to be an ambassador for LA Opera and why it is important to keep the arts alive. This will allow people to get a deeper understanding of the importance of LA Opera and what it is trying to accomplish.

IN-PERSON EVENT/ VIRTUAL EVENT

Lastly if you opt to participate in virtual and/or in-person events, here are a few tips to make sure they go smoothly. Details will be provided on events and programs that are both in-person and virtual. To get the most engagement out of these events, it is imperative that you be interactive during events. We ask that you speak, ask questions, and above all, learn about the importance of LA Opera.



HOW WILL YOU ENGAGE?

Thank you for being any Ambassador for LA Opera. As part of your commitment, we ask that you choose ONE way to fulfill at least one of the following engagement options:

HOST A NIGHT at one of our main productions, welcoming guests and sharing insights about the production.

PARTICIPATE IN ONE COMMUNITY EVENT representing LA Opera and actively engaging with the community.

POST AND PROMOTE LA Opera events, productions, and initiatives on a social media channel. Your active participation in one of these ways is essential in raising awareness of our work and building relationships with our supporters.

Community Impact Interest Check all that apply:



Tech

STEAM

Music

Art

Education

Health and Wellness

WAYS OF ENGAGEMENT	
MONTHLY LEGACY AMBASSADOR ZOOM	
LAO MAIN PRODUCTION HOST NIGHT	
COMMUNITY ENGAGEMENT	
SOCIAL MEDIA POST	
PRESS/DIGITAL ADS & E-BLASTS	
PODCASTS	

NOTES/FEEDBACK

Do you have any suggestive ways you like to partner with LA Opera this season?

Nominations for 2024-2025

As an ambassador for LA Opera we want you to share your voice. To show you that we truly mean this, we would like to hear your suggestions for next year's program. We think that it is important for our ambassadors to not only participate and advocate for the arts but to also invite others who align with the mission. In doing so we are offering you **two nominations for next year's program**. We look forward to seeing who next year's ambassadors may include! If you need more time to decide, please send your nominations to ambassador@laopera.org upon completion.

I have decided to nominate the following:



FIRST AND LAST NAME:

EMAIL OR PREFERRED CONTACT:

MY REASON FOR NOMINATING THIS PERSON:



FIRST AND LAST NAME:

EMAIL OR PREFERRED CONTACT:

MY REASON FOR NOMINATING THIS PERSON:



Here are your action items all in one place!

We have covered a lot of information throughout this packet. We want to ensure that you have full clarity about the next steps. Please refer to our helpful checklist below:

Check out your Key Speaking Points (Page 3)

[Here](#) are social media posts for you to post (Page 9)

Review LA Opera Ticket Information (Page 10)

Fill out and check mark the way you'd like to engage (Page 13)

Fill in your Nominations for 2024-2025 (Page 14)

[Here](#) is the link to download Performance assets updated monthly, please bookmark tab!

We request you send your information back to help enhance your ambassador legacy experience. If you have any questions or concerns, please do not hesitate to reach out to ambassador@laopera.org for any guidance.

Thank you!



LA OPERA

LEGACY

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See you at the Opera!