

# HOW TO PROMOTE YOUR CONCERT FOR MAXIMUM COMMUNITY SUPPORT

QUALITY PROMOTIONAL MATERIALS and assistance by our publicist Burke Communications are available through their offices. It is important to communicate your goals in the community with quality promotional materials. The first impression you make should not be secondary. Also we live during a time of such high tech advertisement, that people relate to quality advertisement to quality products. Think about what appeals to your eye the most, black and white photo copies or full color glossy pictures. We have a professionally designed poster/flyer for your event.

## ***PROMOTION SCHEDULE AND AREAS OF PROMOTION***

- SIX TO EIGHT WEEKS POSTER*** Distribution (be able to download from your web site to save money)  
TICKET SALES begin (Contact itickets, Christian Concert Authority)  
MEET with sponsors and volunteers (see volunteer form below this schedule)  
RESERVE any technical equipment for concert night (make sure that they are experienced!)  
ORDER promotional material  
CONTACT publicist Burke Communications to work together for interview news stories, etc.  
CONTACT: potential sponsors like pizza delivery companies or anyone who does deliveries to post your event flyer on all pizza boxes (huge for ticket sales!)
- FIVE WEEKS*** ***RADIO OR TELEVISION*** advertising spots need to be confirmed  
CONTACT Youth Pastors, singles groups, support groups, Christian colleges by 1. telephone (most important), 2. email, 3. and flyers  
PROVIDE special group rates to churches and/or community groups and organize a luncheon to offer them special rates (especially youth pastors who are overworked)
- FOUR WEEKS*** ***PRESS Releases, Public Service Announcements*** to all media, college radio stations in communication and/or conjunction with bands publicist  
FLYER distribution to churches, community centers, businesses. Private Schools, Christian bookstores (can also use as bag stuffers if you ask them), grocery stores, and any other places you think.  
MAILING LISTS from churches
- THREE TO FOUR WEEKS*** ***CHECK POSTER LOCATIONS*** and put back up wherever taken down  
***DIRECT MAIL*** advertising to neighborhoods from mailing lists obtained  
***BOOKSTORES*** - obtain cooperation to air showcase video in store, which will help tremendously with ticket sales. ALSO you may want to provide the owner or manager with complimentary tickets and/or table space at the concert.  
***MAKE COPIES*** of Artist showcase DVD or video and distribute to youth pastors, bookstores, churches, etc.
- TWO WEEKS*** ***BEGIN*** furnishing artist's office of ticket counts  
***ANY TV*** ads begin  
***FINALIZE*** volunteers and personnel for day of concert  
***CONTACT*** artist publicist for any concert updates  
***PROVIDE*** pizza delivery services their flyers to put on all pizza boxes
- SPECIAL INVITATIONS*** ***RADIO, TV, AND NEWSPAPER*** media should receive special passes and/or tickets.
- WEEK OF CONCERT*** ***CONTACT*** Artist for ticket counts and publicist

**ADVERTISING AND PUBLICITY REQUIREMENTS: the promoter/sponsor agrees to use ONLY pictures, radio spots, posters and ad mats supplied or approved by the artist.**



# TEMPLATE

## Volunteer Participation Form

Thank you for your desire to serve as a volunteer. We are honored that you have chosen to share your special talents with us. Please help us by filling out the following information and return it to the Special Events Department as quickly as possible. We are sorry, but no volunteer will be allowed to serve in this ministry that does not have a pastoral reference.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: (    ) \_\_\_\_\_ Alternate Phone: (    ) \_\_\_\_\_

E-Mail: \_\_\_\_\_ Birth date: \_\_\_\_\_ Home Church: \_\_\_\_\_

I agree to adhere to the policies, procedures and requests of **NAME OF ORGANIZATION** and respect the authority and directions of the promoter/coordinator in charge of said event. I also affirm that I have not been convicted of any crime against a child or have any felony convictions. If you have any felony conviction, please give us specific information regarding said conviction. This information will be held in the strictest confidence and will be used only to determine eligibility of placement.

Signed: \_\_\_\_\_ (Must be 18 years of age.)

My primary areas of interest are: (Please check only two options.)

- Ushering
- Security
- Merchandise
- Ticket Taking
- Prayer Support
- Registration
- Set-up/Tear Down (must be able to lift 50 lbs)
- Hospitality
- Parking/Shuttle
- Open to serve where most needed
- OTHER PLEASE LIST \_\_\_\_\_

### **Pastoral/Ministry Leader Recommendation and Signature:**

I do hereby recommend the above person for volunteering at Overlake Christian Church. This person is in good standing with our church and has shown that they are qualified to serve in ministry opportunities.

Signed: \_\_\_\_\_

Contact Number or Email: \_\_\_\_\_