



## PROMOTIONAL PLAN

## MARKETING TIMELINE

## YOUR SHOW 7/29/2014

CONTRACT IN

Port Washington HS  
Auditorium

Kids from Wisconsin  
Facebook

[https://www.facebook.com/  
KIDSfromWI](https://www.facebook.com/KIDSfromWI)

Website

<http://kidsfromwisconsin.org/>

- Please like our Facebook page so we can like yours and spread the word.
- Inform us of any online ticket sites. We will list those on our web calendar and on social media

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[Executive Director](#)  
Kids From Wisconsin  
640 S 84th Street, Suite 522  
Milwaukee, WI 53214  
414-266-7067  
[kidsfromwis@sbcglobal.net](mailto:kidsfromwis@sbcglobal.net)

To help your event be the best success possible, please see the following timeline that has proven itself as a format for higher ticket sales.

### 3 months out

- Arrange facility for show, lighting crew (if applicable).
- Letters to sponsors, contact local businesses for support. Use your local chamber of commerce. You may choose to sell ads for program inserts or solicit donations and acknowledge their contribution in an insert. Inserts are printed by you for insertion into programs provided by us. Programs are playbill size—5.5 x 8.5
- If possible, solicit sponsors for large contributions to help pay for the show. Our most successful shows have the performance fee covered before they sell a single general admission ticket.
- Letters to school music boosters, music directors at area schools.  
Re: selling tickets, hanging posters. Recommendation: offer student prices (\$2.00 off) for tickets purchased before the end of the school year as an incentive for advanced sales.
- Print tickets

### 2 months out

- Follow-up letters with phone calls
- If you do not have online ticket sales
  - Arrange ticket distribution centers in banks, libraries, local stores, and your chamber of commerce.
- Post on your social media sites and to online area calendars, school calendars and Chamber of Commerce calendars.
- Print posters with show information (date, place, time). If desired, you can include sponsor information (if applicable), ticket outlet locations, phone numbers for the tickets and a photo of your hometown KID, if that pertains. We provide the posters which can be used for printing.
- Press release to the area news outlets

### 8 weeks out

- Display posters at schools for advanced sales.
- Begin selling tickets.
- Post regularly to social media

### 6 weeks out

- Distribute posters for display in storefronts, lobbies and any other facilities where they will be noticed.
- Continue with social media

### 1 month out

- List event in Calendar of Events section of newspaper
- Place ads in papers. We provide camera-ready art. With a local KID, inquire about possible free or reduced rates for space.
- A promotional kit, complete with photos and generic ads is provided. Local newspapers will usually print the pictures along with an article about the performance.
- Possibly arrange for public service announcements on radio and TV. Announce any major sponsors of the event.
- Show highlights from 2013 are on our website and can be shared. Share on social media
- Arrange volunteers (possibly booster parents) to man the refreshment table(2-3), sell tickets at the door (3), collect tickets and distribute programs (2-4 depending on # of doors)
- Make sure someone is available to open auditorium at least 4 hours prior to show time for setup and sound check.

### 2-3 weeks out

- Print inserts with ads and/or acknowledgements for programs

### 1 week out

Thank you letters to sponsors, volunteers, etc. Include a program with their acknowledgement.

### Areas for in-kind contributions

- Facility for show
- Printing
- Newspaper advertising
- Baked goods for sale at show (if desired)