

VocalUnionPromotion

Greetings!

We are very excited about holding a concert in your area. In order to reach as many people as possible, we have made a list of promotional ideas for you to use. Many of these suggestions are free advertisements. If you have found or thought of some additional ideas, please let us know. We would love to include them in our list.

It takes the average person to hear/see something seven times before it becomes something they will consider. With promoting the concert in multiple ways, it will reach out to people who would have never considered it by only seeing an ad or poster, etc. We have made a checklist of places to contact to make it easier for you. We are also sending you a Press Release and Public Service Announcement for you to fill in the blanks and to place on your own letterhead. This could easily be given to another person in your group to work on.

Most people feel they will be packing their auditorium to the max without doing any promotions. Typically, only about half of the people they expected to show up actually come. The experience of Vocal Union is that the maximum an auditorium has been filled has been 90%. No venue has had to turn away people due to the limited capacity. Should more people come to the concert than your auditorium can hold, please let Vocal Union know immediately and arrangements can be made to not to disappoint them.

Having a concert in your area can be an effective outreach resource. Music can be an excellent tool to reach out to people with the gospel. People have been effected by Vocal Union concerts and have become Christians.

Vocal Union will have blue tickets to pass out to everyone in attendance. These can be filled out and collected for drawings for a free CD. Once the concert is over, you are welcome to make copies of the tickets or we can send you a list of everyone who filled one out. You may use this list to further your outreach ministry if your chose to do so.

If you have any questions, please contact me at 361-779-6425 or Suzanne@vocalunion.com.

Sincerely,

Suzanne Fisher
Vocal Union
Tour Promoter

Promotional Ideas for Your Concert

- Television:
 - Contact each station in your area (you never know which stations will pick up your concert information.)
 - Send each of them a press release to the news editor. If you can get their name, you have a greater chance for receiving advertisement. (See sample press release.)
 - Send a Public Service Announcement to the stations community calendars.
 - Invite the media to the concert. Any media coverage you can get will be seen by the public. Even though it would be too late for someone to come to the concert after they saw it on the evening news, they might come the next time you hold a concert.
 - If any of your television stations in your area have morning shows, send a letter to that department and request your event to be on one of the morning shows. If you are using the concert as a fund-raiser, that could be of interest to the public. It is wonderful to have positive news items in today's news.

- Radio
 - Make a list of the radio stations in your area. While religious and country stations tend to pick up on Vocal Union songs, don't over-look other stations as well.
 - Send a Public Service Announcement to the stations community calendars.
 - If tickets are being sold to your concert, consider donating a few of the tickets to the radio station for give-aways. The free advertising you receive in exchange for the tickets you give away can make a tremendous difference in your sales.
 - Let me know the radio stations you plan to contact and I will be happy to send you some promotional CD's to give them or I can send the promotional CD's directly to the radio station. The more people who can hear Vocal Union - the more people who might be interested in going to the concert.

- Newspaper
 - Send press releases to each local newspaper in your area. Invite them for an interview. The newspaper can interview you about your event and they can also contact Vocal Union for an interview. This can be very effective advertising.
 - Send a press release to the Religion section of your local newspaper.
 - Send a press release to the Weekend section of your local newspaper.
 - Send a public service announcement to the community calendars of the newspapers.

- Website
 - Your concert will be listed on the Vocal Union' s website.
 - You may also list the concert with information on your website.
 - The Acappella Ministries has a yahoo group list-serve and your concert will be sent to all the Acappella and Vocal Union fans on the list.

- Posters
 - Make posters to place around your town/city.
 - Christian Book Stores
 - Restaurants
 - Organizations such as YWCA or YMCA
 - *Be creative on the locations ...*
 - Give posters to other churches so they may place them for their congregation to see.

- Fliers
 - Fliers can be made smaller to hand out to people
 - Ask people in your congregation to take fliers with them and to give them out to their friends and co-workers.

- School Choirs
 - Choirs study a cappella music. This would be a great outreach to invite the choirs come listen to some great a cappella music.

- Youth Groups
 - Invite various youth groups to the concert.
 - Churches
 - Boy Scouts
 - Clubs

- *If your concert is being interpreted for the deaf*
 - Please note on any advertisement that "Concert will be interpreted for the deaf."
 - If you know of any churches that have deaf ministries in your area, please let them know the concert will be interpreted.
 - We will also contact the deaf in your community.
 - Your concert on the Vocal Union website will be listed as "interpreted for the deaf."
 - The interpreting can be used as a great outreach tool to:
 - Local high schools who offer American Sign Language classes. Students typically need contact events where they can see interpreting and/or deaf people.
 - Local colleges with interpreting programs. Students typically need contact events as well.