

DALLAS BRASS

MARKETING

GETTING STARTED*

- Learn about the Dallas Brass.
- Identify your target audiences.
- Determine a Marketing budget.
- Determine Marketing strategies.
- Prepare printed materials.

* Further explanation of each of these items is on the following pages.

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Learn about the Dallas Brass so you can better promote your event.

- Visit our website, www.dallasbrass.com, and check out the following tabs:
 - ◆ *Video*
 - ◆ *Education*
 - ◆ *Music*
 - ◆ *Ensemble*
 - ◆ *Testimonials*
- Visit the Band Kids website. This is a website within a website. Get to it by clicking on the big red button in the middle of the Dallas Brass website's home page above.
- Visit our hidden web pages:
www.dallasbrass.com/pr.html www.dallasbrass.com/parents/html
- Be sure to view the Dallas Brass Video Demo (provided in the Production Kit)
- Listen to the Dallas Brass CD Sampler (provided in the Production Kit)
- Check us out on YouTube and Facebook.

Identify your target audiences.

- Band student's family and friends.
- Your entire school district.
- General public.

Please remember, this is a professional concert in which the students are participating.

All too often we hear such remarks after a concert:

"I had no idea it would be this good!" or

"My child said I didn't have to come because he/she was only playing one piece. If I had known, I would have brought . . ."

continued . . .

Determine a Marketing budget.

- The primary expenses would typically be printing of posters, tickets, and concert programs, but many schools are able to get these services donated (perhaps in exchange for an ad in the program).
- How much is the school able to provide? (mailings, copies, printing)
- How much can be done electronically? (mailings, notices)

Determine Marketing strategies.

The majority of the audience will be, and should be, comprised of the parents, families and friends of the band students, but it is also important to market the concert to your entire community.

Following are some effective ways to promote the event:

- Direct contact with parents (send Dallas Brass brochures, utilize parent e-mails)
- Feature story in local newspaper (including possible photo, interviews with Dallas Brass and band director and students)
- Posters
- Marquees
- District newsletters
- School cable channels
- Other TV station, or radio station(s)
- Special webpage on the school website with links to the Dallas Brass website and/or order forms

Prepare needed materials.

Please note: We have provided many templates on our website for your use. Visit our hidden PR page at www.dallasbrass.com/pr.html to download these templates.

- **Printed materials**
 - ◆ Posters - place around town; see our website for a template.
 - ◆ Concert Program - our editable concert program is also available on the website. The 4-page version has space to list sponsors or place ads. Feel free to add pages.
- **Press Releases** - A template is available on our website.
- **District-wide Announcement** - that can be included in school newsletters, community newspapers, school websites, etc.
- **Announcement or Ad** - place an insert or ad in other event programs prior to the Dallas Brass event (band choir, orchestra, musical, community concerts, etc.)
- **Article** - for the school newspaper.

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2 MONTHS BEFORE THE CONCERT . . .

- Utilize school communication methods to start a buzz.
- Produce printed materials.
- Distribute Marketing materials.

1 MONTH BEFORE THE CONCERT . . .

- Send out Press Release to newspapers.
- Contact the media about a feature story.
- Create and print Concert Program. (May be able to delay if being done in-house)
- Continue creating anticipation and a sense of urgency to buy tickets through school announcements and newsletters.

1 WEEK BEFORE THE CONCERT . . .

- Follow up on press contacts.
- Help Ticket Sales Team if there are tickets that still need to be sold.

1 DAY BEFORE THE CONCERT . . .

- Finalize and Media Pass forms.

DAY OF THE CONCERT . . .

Have fun! This is what you've been working towards.

Take care of Media Passes with the Dallas Brass Road Manager.

DAY AFTER THE CONCERT . . .

- Forward any testimonials or articles on to Dallas Brass - we love to see them!
- Assist the Event Coordinator in completing the Dallas Brass survey.