

The Classic Imperials Concert Countdown

Purpose:

1. To help aid you in the promotion of The Imperials personal appearance.
2. To maximize your efforts with tools and suggestions to ensure a successful event.
Concert Checklist

Week 14: 1. 2. 3. 4. 5.

- a. Download and print tour posters, mailers, tickets, flyers, radio spots, television commercials, and the concert countdown video.
- b. Produce your 30-second and 60-second audio spots for Radio
- c. Produce your 30-second and 60-second spots for T.V. commercials and church "Big Screens"
- d. Produce your 2:00 minute spot to run for church big screens and distribution to other public outlets.
- e. Download and prepare the 10-minute pre-concert video. Contact your local Christian radio station and see if they would like to partner with you, and become a co-sponsor of the event.

Research and secure all possible mailing lists including email lists.

- a. Acquire mailing labels for a regional church mailing. Contact all local outlets to make sure they place your concert on their calendar of events. Be creative.

Here are a few suggestions:

- Local businesses
- YMCA and YWCA
- Churches (when applicable)
- Restaurants
- Newspaper PSAs
- Radio PSA's
- Cable television calendars and PSAs
- Movie Theater

Set up ticket sales outlets at local bookstores and churches (when applicable).

- a. If your event is a prepaid or free event, then utilize the tickets in our press kit to maximize your marketing potential by allowing the bookstores to give a free ticket to each of their customers. Ask them to give one free ticket with each receipt of purchase.

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Week 13: 1. 2. 3.

- a. Mail out a press release and flyer to all the media outlets in your area Book hotel rooms and send confirmation numbers to The Classic Imperials office.
- b. Book flights for The Classic Imperials (when applicable)

The Imperials Concert Countdown Week 12: 1. 2. 3. 4.

- a. Follow up with each outlet (when applicable) to secure commitments to aid in the promotion of the event. Distribute bulletin inserts, tickets, and concert posters to all participating outlets in your area.
- b. Send audio and video spots (when applicable) Set up communication for additional materials with all churches and outlets wishing to help you promote the event. Distribute flyers and concert posters in bookstores and churches.

Week 11: 1. 2. 3.

- a. Distribute tickets to your ticket outlets. (Obtain a signature from management when tickets are for sale rather than a promotional tool). Set up communication with the manager or person(s) in charge to make sure:
 - b. They have enough flyers.
 - c. They have enough tickets.
 - d. That the posters stay in a prominent place.
 - e. That all employees are familiar with the event.

Research possible corporate and local business sponsors to help cover the expenses of your event.

- a. A possible suggestion would be to set up a sponsor sheet to be distributed the night of the event with your sponsor's ad.

Week 8: 1. 2. 3.

- a. Start running radio and/or television announcements (spots) for the upcoming event. 20 per week (3-6 per day) is the recommended amount.
- b. If you haven't already, download and produce your radio and television spots found on The Classic Imperials website in the "Press Kit".
- c. See if the radio station is interested in having a ticket, CD, or "Prize Package" Give a-Way. 20 pairs of giveaway tickets and "Prize Packages" are the suggested amount.

Other Give-a-Way packages can be facilitated with the Artist.

- a. Request a spot log from the radio station so you can verify your coverage.

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Week 6: 1. 3.

- a. Follow up with local radio and television (when applicable) stations and see if they received the promotional Give-a-Way (only if the promotional material was ordered).
- b. Schedule a radio interview with the artist. Send out an email blast to all email lists available.

Week 4: 1. 2. 3. 4. 5.

- a. Start running the second “flight” of spots. Send out a second mailing list to “concertgoers”, and all other outlets in your area.
- b. Place concert posters in prominent locations throughout your community.
- c. Create a special invitation for V.I.P.s in your community and send them a short note, a special invitation, and free tickets.
- d. City Council and Mayor, Supporting churches, event coordinators or pastors

Key businessmen

- a. Check to see that posters are still up in your bookstores and outlets. a. Replenish all promotion material.

Week 3: 1. 2. 3.

- a. Arrange for volunteer(s) to call or contact all major churches (when applicable), all outlets, and mailing list(s), to remind them about the concert.
- b. This is an important reminder call that should not be overlooked!!
- c. Confirm hotel reservations and flights (when applicable) to make sure everything is on track. Send a second email blast to all available email lists.

Week 2: 1. Review all material and promotion. Follow up on each DETAIL.

Week of Concert: 1. 2. 3. 4. 5. 6. If this is a ticketed event, pick up money and/or remaining tickets from the outlets on the last day before the event.

- a. Pre-pay hotel. Confirm all paid and volunteer staff for the event.
- b. Print The Classic Imperials Programs found in the press kit for distribution at the event.
- c. Print 1 “program” for each expected person.
- d. Make sure the pre-concert video is tested and ready to go. Look for any additional last-minute advertising opportunities a. Radio Interviews b. Newspaper articles
- e. Announcements in other venues / should you need any help with the press kit, please contact our office for help ASAP.

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Day of the Concert: 1. 2. 3. 4. 5. 6. 7.

- a. Confirm all load-out help and volunteers.
- b. Brief the ushers, sound team, merchandise team, and all other volunteers.
- c. Meet with The Classic Imperials manager and go over any details.
- d. Make sure merchandise and signing tables are set up and ready.
- e. Make sure the green room and all meals and snacks are ready for the Artist.
- f. Have a prayer time with the Artist and crew.
- g. Distribute The Classic Imperials Programs to the ushers with instructions to make sure every person receives one.
- h. Present the final check to the artist.
- i. Fill Out a Recommendation Card for The Imperials After the Concert: 1. 2.
- j. Send Thank You cards to all volunteers.
- k. Pay any unpaid bills.

