



Dear Promoter,

Hello, and thank you for partnering with our team in ministry! We are praying for God to be glorified in every element of the preparation and execution of our event together. We are confident this will be an amazing time of celebration with meaningful music, moments and stories that everyone will cherish for many years to come. In our effort to have as many people in attendance as possible, we have put together several promotional tools for you to use in advertising. We wanted to send you this simple promotional checklist that will help you stay on track as the concert approaches. We are excited to work with you, so please let us know if any questions come up along the way!

Promotional Checklist

After you have confirmed the date and received & returned the agreements, start by:

1. Review the digital **media kit** -

(Including files for high resolution images, bio, poster info, radio info, fact sheet, etc.)

2. Print your tour posters, mailers, tickets and flyers. We will send you digital art and pre-made digital posters that you can access. For posters, 11X17 posters and 5 ½ x 8 ½ handbills tend to work best.

2. Set up ticket sales outlets at local churches. We recommend www.itickets.com for online ticketing. iTickets also has the ability to help promote the event through their email marketing as well.

3. Contact your local Christian radio station and see if they would like to partner with you and become a co-sponsor of the event.

4. Acquire mailing labels for regional church mailing.
5. Contact all local youth ministries and youth pastors to make sure they place your concert on their calendar of events.

After you have set up local partnerships and obtained mailing addresses:

1. Mail out your mailing to all the churches in your area.
2. Distribute a flyer advertising your concert to all major church youth groups in your area.
3. Provide flyers to interested churches for insertion into their church bulletins.
4. Distribute flyers to your ticket outlets.
5. Display posters in a very visible, High-Traffic location. (Not in the back corner!)
6. Take advantage of social media. We will list the date and ticket link on our website and social media. However, it is important for you to also use social media as a tool to spread the word in your local area. You can effectively spread the word by setting up ads on Facebook & Instagram. You could also get a team together to share the event individually and invite their contacts to it online. The more people who reach out and spread the word, the more turnout there will be!
7. Please note that Matt is available and willing to do phone interviews with radio and newspapers leading up to the event. Please feel free to pass our information along to your contacts at the various media outlets, and we will coordinate those interviews accordingly. We are also happy to do custom videos to key churches or organizations in your community to help raise awareness to your event!

Selling tickets for your event:

1. Distribute tickets to your ticket outlets. We suggest that you have tickets for sale at your local venue and online at www.itickets.com. We will also make sure that any ticketing info is available on the artist website as well.
2. Please supply tickets to your ministry partners/sponsors such as other churches and local businesses who are working with you on this event. The more ticketing outlets and visibility of the event around your city will help to bring in more people.
3. Check to see that these ticket outlets:
 - Have enough flyers
 - The poster for the event is in a prominent place
 - Make sure all employees are familiar with event

Promotion 5-6 weeks from the day of event:

1. Start running spots/underwriting announcements for the upcoming event (approx. 20 per week is recommended).
2. See if the radio station is interested in having ticket give-a-way, CD's, "Prize Packages", etc. (20 pairs of tickets is the suggested amount). If you need any CD's for giveaways, please let us know.

3. Have 3 - 6 spots running per day
4. Request a spot log from the radio station so you can see the exact time your spot is actually running on air.
5. Set up a radio interview at a local radio station. This will help familiarize more people with the band and help draw in more people. Please work with artist management to figure out the best time in the artist schedule for the interview.

Promotion 4 weeks from the day of event:

1. Start running the second "flight" of spots/underwriting.
2. Send out second mailing list to "concert goers" and/or churches in your area.
3. Place posters in prominent locations throughout your community.
4. Check to see posters are still up in your bookstores and churches.

Promotion 3 weeks from the day of event:

1. Arrange for a volunteer to call all major local youth groups to remind them about the concert.
This is an important reminder call that should not be overlooked!!
2. Book hotel rooms.

Promotion 1-2 Weeks from day of event:

1. Pick up money and/or tickets from the outlets.
2. Make sure hotels are reserved and pre-paid in the artist name. Obtain a hotel confirmation number.

Day of event:

1. Brief Ushers.
2. Meet with road manager and go over details.
3. Make sure tables are set up and you have the proper amount.
4. Make sure all meals are ready for the artist.
5. Have a designated prayer time with the artist and crew.

6. Pass out mailing list cards (with QR codes) to everyone who attends.
7. Make sure you have enough load-out help.

Thank you in advance for all your help in promoting this event. It is truly a joy for us to partner in ministry with you. Our team is here to help you out in any way that we can, so please don't hesitate to call or email with any questions!

Pursuing His Purposes,

Matthew Jones

info@matthewjonesmusic.com

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