



Marketing Kit for Bay Area National Dance Week Friday, April 23-Sunday, May 2

These Effective and Affordable tips come from the experiences of past presenters who know first hand what works and what doesn't.

Resources for you to USE

- Logo:** Use our downloadable **Bay Area National Dance Week's [BANDW]** logo on our website (www.bayareandw.org/presenters.php) on all of your website, emails, fliers, and postcards.

- Sign Up Feature:** When a student or audience member signs up online for your event, you will be sent this contact email. This sign-up feature does not guarantee that the attendee will actually show up to your event. The BANDW homepage will state:

"All Drop-Ins Are Welcome" and attendance for all events are free to the public on a space available basis."

Please Note: Capturing email addresses is a great way to learn of potential students and audience interested in your work, whether they attend or not. These emails allow you to contact this person after the 10-day festival. **At the end of the festival we send out a short survey** to all the emails collected. Data collected from this survey provide BANDW with required information for our Funders and valuable information that we use to plan future festivals.

PROMOTE Your Event!

- Target your audience:** Identify your potential customers or audience before you go after them.

- Create a compelling elevator speech:** The idea being that you could tell it to someone in the time it takes to ride an elevator from the bottom floor to the top floor in 60 seconds.

- Sign-in Sheet:** Set out a sign-in sheet for unexpected Drop-Ins and to help you build your E-mail list and contacts for the future. We will ask for a copy of these emails at the end of the festival.

- Create a hook** to draw people in and make your event unique:
 - o i.e. Instead of saying *"I organize a Conga Line in SF"* you might say *"I organize a free event that brings people out of their offices and has them dancing throughout San Francisco."*

Make the most of offering a FREE Event.

- All Free. All Dance. All Week.** Make sure you highlight "FREE EVENT" in all of your publicity materials.
- Bring a friend.** Encourage your personal community to bring along someone new to the dance world.
- Highlight special offers.** Promote future shows, coupons, ongoing/new classes, and studio activities.

Don't be shy. Get the word out!

- Word of Mouth** is the most effective form of marketing! Make sure everyone knows your message and spreads it wide.
- Create and distribute Fliers & Postcards** and keep it simple! Make sure to include WHO, WHAT, WHERE, WHEN, AND FREE. Use bright paper, big font & **BANDW's** website (bayareandw.org). Be clear and concise. Distribute your postcards at local dance studios, cafes, libraries, schools, neighborhood spots, among friends, and any way you can.
- Use a captivating image** that is active, with good contrast. Avoid any background noise.

Get online!

- Email Blasts & Your website** are an effective way to reach your current fan base. Send small files and use the same principles as your postcards or fliers. Use your web address on all your promotional materials.
- Youtube.** Post dance videos!
- Facebook** is currently the most widely used Social Networking site- use it. Place information about your event on the **Bay Area National Dance Week** Fan Page which has over 1,000 members.
- Online Calendars & Event Sites.** Try to post at least three weeks prior to your event to such sites as ZEvents, SF Chronicle, Flavorpill, etc...If you have the budget, try using fullcalendar.com – it posts to hundreds of listing sites, and it's only \$19.95!

"The more the merrier."- The more outreach to local artists, schools, businesses -the more people will attend the event.