

BUILDING 429

GIVE ME JESUS TOUR

RHETT WALKER BAND AND FINDING FAVOUR
WITH SPECIAL GUEST CARLOS WHITTAKER

PROMOTER GUIDE

LET THIS PROMOTER GUIDE BE AN ASSISTANT IN PREPARING FOR THE UPCOMING **GIVE ME JESUS TOUR** WITH **BUILDING 429**, **RHETT WALKER BAND**, **FINDING FAVOUR** and **CARLOS WHITTAKER**. OUR DESIRE IS THAT YOU WILL HAVE AN ENJOYABLE AND POSITIVE EXPERIENCE. PLEASE LET US KNOW HOW WE CAN BE OF ASSISTANCE!

SINCERELY,
VASQUEZ ENTERTAINMENT

RIGHT AWAY:

- Please begin to PRAY for this event daily.
- Check with other area churches, radio stations, and promoters for conflicting events
- Confirm your venue in writing
- Confirm the date with Jeff Roberts Associates
- Thoroughly read the tour rider as it will answer many of the questions you may have
- Partner with other churches/local ministries - It's easy to pick up the phone and call some area churches to ask them to participate with you in this. Just a few phone calls will greatly improve your turnout and will help you reach more people with the gospel!

- A partnership could mean that they purchase tickets, supply counselors and volunteers, or simply assist in promoting the ministry event.
- Call your local Christian radio station(s) and make sure they will partner with you on the event. Sometimes by placing their logo on your promotional items, they will give substantial discounts for on-air advertising and underwriting.

Ask for a list of advertising opportunities with the station and get a rate card. Even if you have a small budget, see what they'll give you in return for trades like CDs, tickets, having a station booth in the concert lobby, station DJ getting to Emcee at the concert, etc.

- To learn more about the ministry event you are bringing in, visit the following artist websites to learn more about each artist:
 - <http://building429.com/>
 - <http://rhettwalkerband.com/>
 - <http://findingfavour.com/>
 - <http://www.ragamuffinsoul.com/>

10 WEEKS PRIOR TO EVENT:

- Pray for the artists on tour and their families. Pray that God would protect the wives and children back home, and also protect those on the tour as it travels city to city.
- Read the **GIVE ME JESUS TOUR RIDER** and contract thoroughly to be sure you can fulfill everything required.
- Download promotional materials already designed for you such as the tour poster, photos, web tools, video, and flyers:
<http://vasquezentertainment.com/promotertools/b429/>
- Assemble your team to assist you in preparing for and marketing your event.
 - Hospitality team (catering, dressing room/backstage prep, etc)
 - Marketing team (street team, online marketing, radio advertising)
 - Production team (stage hands, video, local production mgr)
 - Merch volunteers (day of show)
 - Runners for errands (day-of show)
 - Security/Ticket takers/ushers
- Online marketing is vital. Make sure your event is listed and highly visible on your church/event website. Please only use approved tour artwork.
- Social networking websites are extremely useful in getting the word out quickly. High school and college students are incredibly web-savvy, so find students that can help you in this area. Please make use of the following sites:
 - **Facebook.com** – Send out invites to the event page set up for your concert (Angi Mason will send you a link), send tour notifications from your organization's Facebook page, post tour info regularly on your profile and on your status update, etc.

Facebook also has a great, affordable marketing service called Social Ads. Please see separate info sheet on how to run Facebook ads. You can also visit <http://www.facebook.com/ads>.

(You do not necessarily need to have a Facebook account to use this service, however you will not be able to use it to its full potential.)

- **Twitter.com** - If you and/or your organization have a Twitter account, please write occasional updates about the upcoming concert to let your Twitter followers know about the event.
- **MySpace.com** – if your ministry/church has their own MySpace account, use it to post information about the concert, send out an event invite, post blogs and bulletins and list the concert on your MySpace calendar. Please also make use of the web tools supplied to you including banners and photos. Ask students with facebook accounts to do the same.
- Remember that you can absorb the cost of your promotional pieces and tickets by getting a local business to use the backs of tickets as a coupon, or by placing logos on your promotional pieces.
- Chick-Fil-A is often a GREAT sponsor. In exchange for putting their logo on the tour marketing pieces they will usually put tour flyers in customer bags!
- Get on the phone and **CALL, CALL, CALL!!** Past experience has **PROVEN** personal touch will make the most impact. Even better...go in person! Talk to churches, Christian organizations, etc. and get the word out about your ministry event. This is very effective:
 - **Christian schools, Colleges and high school campus Bible studies**
 - Youth for Christ (<http://yfc.org>)
 - YMCA (<http://ymca.org>)
 - Fellowship of Christian Athletes (<http://www.fca.org>)
 - Campus Crusade for Christ (<http://www.ccci.org>)
 - InterVarsity Christian Fellowship (<http://www.intervarsity.org>)
 - Young Life (<http://www.younglife.org>)

Ask to send these churches/ministries (if applicable):

- Powerpoint slide/Tour Video for announcements
- Bulletin inserts (or ask to mention in bulletin/calendar)
- Info on group tickets
- Web banner for events/calendar page
- Identify the colleges in your area and find ways to get the word out on campus. Try and find current students to volunteer in the following areas:
 - Send info to campus pastors and ministries
 - Distribute flyers to student mailboxes
 - Contact the Student Activities Director and see if they have any upcoming activities where they could give away a pair of tickets as a prize or drawing.
 - Check campus policy on posters and get approval to post them on campus. Post in as many locations as possible-1 or 2 flyers IS NOT ENOUGH to be noticed.

- Check with the college newspaper for submission deadlines for advertising and/or listing an event on their calendar. Many college newspapers are published bi-monthly, so think ahead.
 - See if any of the colleges have a campus radio station that will help promote your event.
 - Be CREATIVE!
- Acquire mailing labels from a company like:
Williams Direct - Ph: (888) 830-9002
<http://churchladies.com>

-OR -

American Church List - Ph: (888) 733-1812
Email: americanchurchlists@infousa.com
<http://www.americanchurchlists.com>

Purchase mailing labels for churches within 30 miles of your venue. Be sure to use their CHURCH mailing list.

These organizations can assist you in designing a customized mailing list that will be most beneficial to your ministry event. We recommend that you mail three pieces to every minister at the church who would need to know about this event. This is key to effective marketing... you have to do things repeatedly to your target person. In other words, if this is an event for teenagers, mail three pieces to the student minister. If this is an event for teens and parents, mail three pieces to the student minister and three to the senior pastor or "women in the church" (whomever would be most influential with the parents).

If mailing to all churches within 30 miles of your venue is beyond your budget, at least send mailings to a minimum of churches equivalent to the venue capacity. In other words, if the venue holds 500, send mailers to 500 churches.

- Plan to have your **TICKETS ON SALE 8-10 weeks prior** to your event and make sure you have a system set in place to WEEKLY track your ticket sales at EVERY ticket location. You will be asked to report ticket sales every Wed. to Angi Mason (angi@vasquezentertainment.com), and will also need an exact account of all sales for concert settlement.
- We also recommend having a higher day-of-show/door price on your tickets to encourage advance sales. DO NOT depend on a large number of walk-up ticket sales.
- Contact iTickets.com to set up your online ticketing
Susan Zartman – susan@christianhappenings.com
Phone: 800-521-0290
 (iTickets can also do all your ticket printing if you need!)

Also, please set up ticket sales at bookstores and churches as well as other places where your target audience will hang out. ***Not everyone will want to buy tickets online.***

Inform all outlets that you will pick up the receipts and excess tickets NO LATER than the day before the ministry event. Inform your stores that even if they sell all of their allotted tickets UNDER NO CIRCUMSTANCES should they tell their customers the event is sold out unless you personally tell them so.

- **Create your marketing plan for the event and submit it to Angi Mason at Vasquez Entertainment: angi@vasquezentertainment.com**

8 WEEKS PRIOR TO EVENT:

- **TICKETS MUST BE ON-SALE, AND LOCAL PROMOTION MUST KICK OFF IF NOT ALREADY STARTED.** There are always competing events and families can't afford to attend everything. Don't wait for other events to get to your ticket buyers first!
- Pray over the city and ask that God would bring those who need to hear about Christ to the event. Pray that many would come to know Him as a result of the event.
- Mail out your first mailing to all the churches in your area. Use volunteers to help with your bulk mailing. If you can, include a copy of the tour DVD so they can play it during church services or youth group meetings.
- Send an email to all partnership churches updating them on concert details and ways they can help.
- Distribute promo materials for your event to all major church groups and ticket distributors in your area.
- Distribute tickets to your outlets. Be sure they are adequately supplied with tickets, flyers and posters. Make sure that the poster is hung in a prominent location where it will be seen.
- **RADIO:** Arrange to partner with your local Christian radio station and discuss running spots/underwriting announcements.... about 20 per week if possible. Ask them about contesting and product giveaways. See if they would be interested in giving away tickets, CD's and "prize packages". Most stations will jump at the chance to center a huge promotion surrounding a concert. Be sure to work with your local station. The amount of "free" promotion they give you each time they giveaway tickets on the air, will offset your expense of supplying them with a reasonable amount of free tickets. We suggest at least 10 pairs of tickets.

Your partnering radio station will be mailed promotional CDs from each artist to use as on-air giveaways. Please provide Angi Mason with the address and contact name at the station(s) promoting the event.

We recommend that you begin a radio campaign at least six to eight weeks before your event. We also recommend that you air 4 spots or more each day. Be sure to start your radio promotion early! You can always reduce spots when you sell out your concert.

Also, provide ALL stations in your area with all the information regarding your concert. They will often run free PSA's - a public service announcement for their community calendars.

Please remember that waiting too late to begin your radio promotion will adversely affect your ticket sales. Although radio advertising does cost, it is an incredible means to effectively communicate with the concert-goers that will attend your concert.

- **Contact Ken Farley to order your pre-approved radio spot.** The tour has a pre-produced spot ready and available for you to purchase:
Ken Farley- Amped Creative
(615) 331-0736 / radiohits1@aol.com
- Send out Facebook emails/MySpace bulletins about your event.
- Double-check and confirm all volunteers, catering, venue details, runners, etc for the upcoming event.
- Reconfirm details with church/venue.
- Call all ticket outlets for a current count of all tickets sold. Submit counts to Angi Mason on Wednesday: angi@vasquezentertainment.com

6 WEEKS PRIOR TO EVENT:

- Follow up to see that your local radio station received promotional giveaway product, including ticket giveaways.
- Ask radio about setting up phone interviews with the artists to further promote the concert. Then contact Angi Mason with your request so she can schedule and confirm the interview(s) with both the artist and the station.
- Check for other local Christian concerts that are happening prior to your event. Contact the promoter(s) to request permission to hand out flyers about your event to concert-goers as they exit. If you need help contacting the right person, contact Vasquez Entertainment for assistance.
- Send ticket counts to Angi Mason on Wednesday.

4 WEEKS PRIOR TO EVENT:

- Send ticket counts to Angi Mason on Wednesday
- Tune in to your partnering radio station to make sure you are hearing your spots on air. Do you hear it enough? Do you need to purchase more?

- We also suggest sending out a second mailing to "concert goers" in your area at this time. Eblasts, Myspace/Facebook/Twitter bulletins & status updates should also go out.
- Place concert posters in prominent locations throughout your community. Student organizations may be able to hang posters in their schools and at least on their lockers. This is hugely affective in drawing young people to the event. We suggest local grocery stores, arcades, malls, Chick-Fil-A restaurants, and any Christian owned businesses. Be sure posters are still up at your area bookstores and in churches.
- Contact Building 429's Tour Manager and Production Manager for questions and advancing of concert details

3 WEEKS PRIOR TO EVENT:

- Arrange for a volunteer to personally call all local church groups and ministries to remind them about the concert. This is a very important part of the last minute promotion of your concert. Even though you may have already contacted your local pastors and workers, please go ahead and give them another "reminder" call. Be sure to mention that you have group rate tickets available to groups of ten or more. Connecting with your local churches is a vital link to the success of your concert.
- Look at your tickets counts. Are tickets sales slowing down? Are sales low? Call Angi Mason at Vasquez to create some cool, last minute promotions!
- Send Ticket counts to Angi Mason on Wednesday.

2 WEEKS OUT:

- Check on promotional materials in your area. Do posters need to be re-hung? Have any signs fallen down or need repair?
- Do you have any concerns about the upcoming event? Please do not hesitate to contact Angi Mason at Vasquez to discuss. We want to be a good partner and help you however we can. If there are any problems on the horizon, it's better to discuss now so we can work with you to find a solution!
- Send Ticket counts to Angi Mason on Wednesday.

WEEK OF EVENT:

- Be sure that all ticket monies and/or tickets are picked up from the outlets no later than the day prior to the concert. This will give you time to make an accounting of all tickets sold at advance and group rates. Group rates will not be applicable at the door nor should any tickets not already paid for be held at the door. It is common for people to call, ask you to hold 30 tickets, and then

not show up or appear with just a few people.

- If you have not already discussed arrival times and last minute details with Tour Manager, call him to confirm appropriate arrangements.
- Be sure to have hotels reserved and prepaid in the Building 429 name. A rooming list can be obtained from Tour Manager.
- Double check with your caterer to make sure all final details have been confirmed and they know when to arrive.
- Send out schedule to all volunteers helping with set-up and day-of-show activities. Clearly outline requirements and call times.
- Send ticket counts to Angi Mason on Wednesday
- DO NOT try to do everything yourself.

DAY OF EVENT:

- **MAKE SURE YOU HAVE AN ACCURATE TICKET COUNT, TICKET STUBS AND ORGANIZED RECEIPTS FOR SETTLEMENT THAT EVENING.**
- Be sure that your crew will be on call at the pre-determined time. The hall manager should have the building open and ready for set-up.
- Brief ushers and staff on their duties at least two hours before the event time. Be sure they are aware of the fact that due to recording contracts, no tape recorders or video cameras are permitted in the hall without written approval of the ministry.
- Meet with Tour Manager to cover details on set-up and load-out as well as sound check, etc.
- Please have tables set up at the rear of the auditorium and volunteers available to help with sales of records and T-Shirts, etc.
- Have an expense record sheet completed (door sales can be added following the event) and receipts on hand so you can settle up quickly if percentages are involved.
- Double check catering to make sure there are no problems or needs.
- Doors usually open to the public 60 minutes before event time, and any approved M&G will take place 45 minutes pre-show. Make sure you have any names for the guest list at Will-Call before doors open.
- Pass out mailing list cards to get the name and address of all who attended so you can send flyers to them in the future.

- After the Event: PLEASE be sure that required amount of crew members are present to help tour with load-out.

FOLLOW UP AFTER EVENT:

- Send thank you notes to all volunteers and counselors. Follow up with all sponsors/partners/ticket outlets, and thank them for their involvement.
- Please let Angi Mason at Vasquez know how the event went, and any way in which the Tour & Vasquez Entertainment can improve to better serve you in the future.
- Please report your concert attendance to Pollstar:
<http://www.pollstarpro.com/report/>

THANK YOU FOR ALL YOUR HARD WORK!!!! WE APPRECIATE YOU!!!