

BRAINSTORM

Breant as MC and performer. We will invite local child performers/groups to perform with Breant and parents/community members/etc. will pay for tickets to attend. All proceeds will benefit C.I.E.M and the Food Bank.

VENUE:

Menu of possible off-campus and on-campus places to hold concert

Details

Capacity – room size, indoor/outdoor, stage, seating, etc.

Access – parking, location

Cost

Policies (alcohol, food, time limits, etc.)

PRODUCTION:

Flyers

Graphics to use throughout campaign, in media kit, etc.

Ticket design

Invitation

Signage – location, which audiences will they target?

Program/brochure?

PARTNERSHIPS:

Local sponsors

Campus groups?

School Groups?

Who would be interested?

Conditions for participation

Who would donate supplies/food/decorations/equipment etc.—anything to lower cost!

PRINT:

Press Release about event

Possibly more than one targeted to different audiences

Media List – Publications as well as PTA newsletters, Kids page in WaPo, be creative!

Press Kit?

Template letter asking for donations/support

RADIO:

Which stations would be interested in Breant/Child performers?

Media list

PSAs

Local promotion through radio? Creative?

ONLINE:

Facebook

Twitter

Web Site for CIEM

Online calendar announcements

Other social networks?

Blurb for participating organizations/sponsors to include on their homepage