

## Marketing Checklist



### Branding

- Define themes and audience.
- Visual – adopt designs for images in print advertising, social media, signage, websites, and ticketing.



### Sponsorship Materials – Outreach and Recognition



### Website Pages and Calendar



### Ticketing

- Set date to open ticket sales.
- Determine pricing, member discounts, access codes, promo codes.
- Determine session times and event capacities.
- Determine the need for printed tickets – quantity and design.



### Print and Social Media Advertising

- Determine the marketing budget for the event.
- Utilize existing print and radio advertising partnerships.
- Assess the need for paid social media ads beyond organic posting.
- Look at history of advertising and adjust as needed – timing, frequency, audience, results, etc.
- Review post-event social media report and analytics.



### Venue Signage

- Promotional + Event – Look at what has been done historically and adjust as needed
- Plan ahead as much as possible to consolidate orders, shipping costs.
- Arboretum Examples – 4x4 EEVC Sidewalk Sign, Digital Signage, Entrance Pole & Street Banners, Wayfinding Yard Signs, Entertainment Schedules, Vendor Tent Signage, Sponsor Recognition
- Farmstead Examples – 24x36 A-Frame Poster, Vinyl Banners, Rigid Signs,



### Email Communications

Designate schedule of dedicated email blasts to previous attendees and member lists:

- Possible Save the Date in Member Newsletters
- Ticket Announcement, Coupon Codes to Members
- Consistent Reminders up to event start
- Ticket-Holder reminders day before each event date
- Follow Up Survey, if needed
- Cross promotions in Friends group newsletters



### Community Calendars

- Create event pages on Facebook, LinkedIn, and NextDoor
- Add to free network event calendars: Kansas City Magazine, KC Parent, iFamily, KC Studio, Shawnee Mission Post/Blue Valley Post, WhoFish, Greenability
- Ensure City of Overland Park has event listed on their website

## Sample - Terra Luna 2022

### Branding

- Work with Quixotic and FOTA teams on design and photography concepts

### Sponsors – Outreach and Recognition

- Sponsorship Outreach Flyer PDF for Development Director
- 2022 Presenting Sponsors - Audi and CBD American Shaman, Media Sponsors - Cumulus Media Group, Healthy KC Magazine, KC Homes & Style Magazine, KC Studio, Overland Park Chamber

### Websites

- Update Event Page on ARFOP website
- Add to ARFOP Upcoming Events Calendar

### Ticketing

- Ticket Sales Open August 1
- Pricing, Member Discounts, Promo Codes
- Session times and event capacities

### Print and Social Media Advertising

- Print Advertising - Various print ads in KC Gardener Magazine, KC Studio Magazine KC Homes & Style and Healthy KC Magazines OP Chamber web and newsletters Cumulus Radio web and radio spot
- Paid ads on Facebook and Instagram - Total spend about \$125
- Ticket trades to KC BucketList Influencer
- Ads running from September 1 - Final date of event

### Venue Signage

- 4'x4' EEVC Sidewalk Sign \$94
- 8'x6' Street Banner

### Email Communications

- Save the Date and Mentions in FOTA and FOA newsletters
- Eblast #1 - Tickets Available, Promo Code to Members
- Eblast #2
- Eblast #3
- Ticket-Holder reminders day before each event
- Follow Up Survey

### Calendars

- Event pages on Facebook, LinkedIn, and NextDoor
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- City of Overland Park has event listed on their website