

# Marketing & Public Relations **FWD LEADERSHIP ACADEMY**

2013 Sun Harbor  
Christmas Show Promotion  
***North Pole Express!***



# Flyers - 250 - 8.5x11 & 250 Postcard \$96.11

**San Diego Sun Harbor**  
**Chorus Presents**  
**36<sup>th</sup> Annual Christmas Show**



**NORTH POLE EXPRESS!**

*With The Raylin Cloggers & St. Mark's Bell Choir*



**SATURDAY  
NOVEMBER 30TH  
2:00PM**

**CASA DEL PRADO THEATER**  
1800 EL PRADO – BALBOA PARK, SAN DIEGO, CA

\$20 - GENERAL ADMISSION  
\$15 - SENIORS - MILITARY - CHILDREN  
WWW.SUNHARBOR.ORG OR CALL 1-800-838-3006



**North Pole Express!**

**San Diego Sun Harbor**  
**Chorus**

**36<sup>th</sup> Annual Christmas Show**

**SATURDAY, NOVEMBER 30th at 2 p.m.**

**Casa Del Prado Theater**  
**1800 El Prado – Balboa Park**  
**San Diego, CA**

**Tickets now on Sale!**

\$20 - General Admission  
\$15 - Seniors - Military - Children  
\$10 - Groups of 10 or more



<http://bpt.me/475300>

1-800-838-3006

[www.sunharbor.org](http://www.sunharbor.org)  
or

send check w/preaddressed envelope to:

**Craig Hughes**  
**1008 Edgemont Place**  
**San Diego, CA 92102**



# 2,782 Postcards via Vista Print

## \$1,251.73

**San Diego Sun Harbor Chorus Presents**  
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**Annual Christmas Show**  
**North Pole Express!**  
**November 30th - 2 PM**  
**Tickets Now on Sale!**  
*(web - phone - mail):*



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[WWW.SUNHARBOR.ORG](http://WWW.SUNHARBOR.ORG)

**February 14<sup>th</sup>**



**Singing Valentines**

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Sun Harbor Chorus  
Attn: Craig Hughes  
1008 Edgemont Place  
San Diego, CA 92102

619-356-0742  
[sunharborchorus@cox.net](mailto:sunharborchorus@cox.net)

# Email Blast - SDPAL (13,000)

**The Sun Harbor Chorus**  
presents our 36<sup>th</sup> Annual Christmas Show.



San Diego's first Barbershop Chorus delivers the best in feel-good a cappella harmony.

[Click here to Learn More!](#)

**Announcing our Christmas Show:**

**Special pricing when you use the code "SDPAL"**

**"The North Pole Express!"**

2:00 pm, Saturday, November 30<sup>th</sup>  
Casa del Prado Theater in Balboa Park

A wonderful way to start the Christmas Season for kids of all ages. Holiday music in the Barbershop style along with the Raylin Cloggers and St. Mark's Bell Choir in the historic Casa del Prado Theater. A family tradition for 36 years. Get "on board" in 2013.

[Click here for Show Tickets & Details](#)

We are available as a Chorus or Quartets for special events.

[Please click here for details.](#)

**Like to Sing?**  
**Join us for a Rehearsal!**

We are looking for men of all ages that want to sing close a cappella harmony. Deke Sharon of "The Sing Off" calls Barbershop "a cappella's Martial Art". Come by any Tuesday for an evening of fellowship and harmony!

7:00 pm, Every Tuesday  
Room 207  
Casa del Prado in Balboa Park.

[Click here for Guest Details.](#)

## ArtTix - Ticket Booth - Online presence





# Email Blast - Chorus file (550)

**Friends of the San Diego Sun Harbor Chorus**

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[www.sunharbor.org](http://www.sunharbor.org)

or

send a check and a preaddressed envelope to:

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1008 Edgemont Place  
San Diego, CA 92102*



# ArtTix - Weekly Email and Calendar 13,000 addresses

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# Local Club Newsletters and Meetings In Conjunction with Membership

- Flyers and Quartet
  - Rotary
  - Lions Club
  - Seniors Social Club



# Guest Performers

## Cloggers & Bell Choir

- Publicity
- Flyers
- 50 tickets to sell or give to “their” people.
  - Increases exposure to a different group.
  - Fills seats
  - Sell more tickets if exceeds 50





# Donated Tickets

- USO
  - 50 Tickets given out at Thanksgiving Dinner
    - Supports our Charity Mission
    - Fills Seats
    - Feels good

Some Chapters have encouraged businesses or clubs to underwrite Tickets for Donation.



# BrownPaperTickets.com

“Brown Paper Tickets is the smartest way to sell tickets for your next event! Ticket buyers pay just \$0.99 + 3.5%, including delivery and credit card processing!” (from website)

- Always free to create events and sell tickets.
- Live in-house 24/7 phone sales and support.
- Free ticket printing and shipping for your ticket buyers.
- Assists with online marketing.



# Facebook.com event page



## ***North Pole Express!***

- Online presence
- Easy way to pass on to Friends of Chapter Members and they pass on and they pass on and . . . . .



# [GetPromotd.com](http://GetPromotd.com)



- Event marketing made easy.
- Tools for advertising, promotions, analytics and more.