Marketing & Public Relations FWD LEADERSHIP ACADEMY

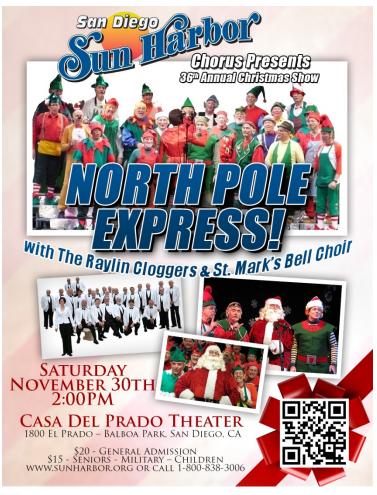
2013 Sun Harbor Christmas Show Promotion

North Pole Express!





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



North Pole Express!



36th 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

or

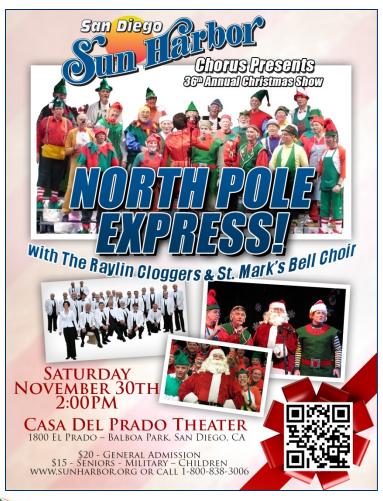
send check w/preaddressed envelope to:

Craig Hughes 1008 Edgemont Place San Diego, CA 92102





2,782 Postcards via Vista Print \$1,251.73









Email Blast - SDPAL (13,000)

The Sun Harbor Chorus presents our 36th 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 30th 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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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



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



