

How To Make The Most Of Your Event

PRIOR TO SHOW DAY:

- **Get business & corporate sponsors to pay my fee and any other costs. They will get a thank you at the show during the introductions.**
- **Get business & corporate sponsors to buy tickets for employees and for charities (Boys & Girls Club etc.).**
- **Line up Silent Auction goods & services donated from area businesses & organizations.**
- **Make the event a regular annual event (i.e. Every 2nd Friday in August).**
- **Get people lined up for a bake sale, before show, during intermission & after show.**
- **Sell advertising blocks on show promotion posters.**
- **Sell advertising or coupon on back of show tickets.**
- **Get local printer to do tickets and posters in return for mention at show or advertising.**
- **Have adult, student & family ticket prices.**
- **Take advantage of free media advertising for the fund raiser (newspapers, radio & TV).**
- **Use posters, flyers & school announcements to promote (GET THEM OUT). (Posters & Promo Materials are available on Marko's website under +Promo Downloads.) <http://www.markomarko.com/>**
- **Marko will do interviews with newspapers, radio & TV – Line them up.**
- **Sell advance tickets for a lower price to promote early commitment (\$1 off).**

ON THE DAY OF THE SHOW:

- **Collect e:mail addresses for next year's promotion (1 person wins free tickets for next year's show).**
- **Have a dinner the night of the show.**
- **Do a bake sale, before show, during intermission & after show.**
- **Have a 50/50 raffle.**
- **Have a Silent Auction before the show.**

AFTER THE SHOW:

- **Have Next Year's Date Ready So It Can Be Promoted To The Audience.**