



D.C and Annapolis Group



Bridget Ulam

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Theme and Strategy Statement

“Hear the Future of Guitars”

- * This theme appeals to all audiences, young and old, because generally everyone enjoys music.
- * There is a call to action with this theme.
- * The word *future* appeals to the young crowd as they are searching for the next, newest, hip fad. Where as, for the older crowd, the word future implies not only what is happening now, but will be happening in the next era.
- * We will personify the word “*hear*” by playing music by the featured artists of the First World Guitar Congress at our festival booths. Through giving away blow up guitars at the Cherry Blossom Festival gives the festival attendee the opportunity to play the music he dances to in his head.
- * In press kits to DC and Annapolis media, we will include items such as guitar picks, blow up guitars, etc. and we will creatively encourage the media to expose our event in their publication.
- * Festival attendees will be able to witness prior congress videotapes at festival booths and will be educated on the music and events that will be available at the congress.
- * In our mailings to festivals attendees we will mention how it is free to walk around the congress to view guitars and booths. Also mentioned will be that tickets can be purchased at the door.



Activities



★ Send Press Releases and Media Kits to Newspaper, Radio and Television Media



★ Advertise at Muvico Theater at Arundel Mills Mall



★ Promote Congress at the Cherry Blossom Festival as well as the Chesapeake Bay Blues Festival



Narrative Budget *\$16,350*

Chesapeake Bay Blues Festival, May 18,19, 2004: (\$800)

- ★ \$200/day for booth rental for Saturday and Sunday = \$400
- ★ • 1,000 flyers @ .10ea = \$100
- ★ • 1,000 key chains @ .15ea = \$150
- ★ • 500 beach balls with First World Guitar Congress logo @ .20 = \$100
- ★ • Tape player playing music of featured Guitar Congress artists = \$0
- 1 large poster, 5ft x 3ft, @ 50ea = \$50
- ★ • 2 interns will be stationed at the booth and 1 intern will be walking around handing out promotional materials for 5 hours each day = 30 intern hours
- ★ Raffle: \$1/per raffle ticket to win a Gibson guitar
- ★ \$4 for 5 tickets to win a Gibson guitar. = \$0

Cherry Blossom Festival, April 3, 2004 (\$1600)

- \$500/day for one day, Saturday April 3 = \$500
- 5,000 flyers @ .10ea = \$500
- 2,000 key chains @ .15ea = \$300
- 500 blow-up guitars @ .20ea = \$100
- Tape player playing music of featured Guitar Congress artists = \$0
- 1 large poster, 5ft x 3ft, @ 50ea = \$50
- 2 interns stationed at the booth, 2 interns walking around handing out flyers, and one intern walking around in guitar costume for 8 hours each day = 40 intern hours
- 1 rented guitar costume @ 50/day = \$150
- Raffle: \$1/per raffle ticket to win a Gibson guitar
- ★ \$4 for 5 tickets to win a Gibson guitar. = \$0

Muvico Egyptian 24 Theaters, Laurel, MD: (\$2500)

· \$2,500/3months for a movie screen ad = \$5000

Radio Spots: (\$4125)

·DC 101 FM - \$300/spot@ 5 spots (2nd and 3rd week in May) @ noon

Total: \$1500

·WRNR-103.1 Annapolis Radio - \$300/spot@ 5 spots (last week in May) @ noon

Total: \$1500

·Classical 103.5 DC Radio - \$225/spot@ 5 spots (last week in May) @ 7-9 am

Total: \$1125 **Washington Times Newspaper**

(\$5000)

\$2500/weekend/ad.-Entertainment Section

- 1 ad in May (last weekend)

- 1 ad in June (first weekend)

What's Up? Magazine (\$1500)

· \$500/month/ad

- 1 ad in March

- 1 ad in April

- 1 ad in May

Media kits to DC and Annapolis media

Gibson Guitar (Melody Maker Model) (\$800)

2 Gibson guitar for \$400 (for the 2 festivals)

Total: \$13,875



Timeline

★ **Timeline**

- ★ 1. Form and Host meeting with Directors of the Congress to present research on possible themes
- ★ 2. Research festivals, media, movie theaters
- ★ 3. Contact Promotion Item Retailers
- ★ 4. Recruit Volunteers
- ★ 5. Contact flyer and poster publishers
- ★ 6. Second Meeting with Committee to receive the 'go ahead'
- ★ 7. Purchase Movie Theater Advertisement
- ★ 8. Send out Press Releases to Media
- ★ 9. Purchase Promotion Items (Blow up Balls and Guitars)
- ★ 10. Print Flyers and Posters
- ★ 11. Purchase Gibson Guitars
- ★ 12. Contact Director of Festivals
- ★ 13. Prepare for festival (Rent guitar costume etc.)
- ★ 14. Set up/work/take down at Chesapeake Bay Blues Festival, May 18,19, 2004:
- ★ 15. Set up/work/take down at Cherry Blossom Festival April 3, 2004
- ★ 16. Send out media kits
- ★ 17. Contact Festival Attendees by mailers
- ★ 18. Run DC 101 Radio spot for (2nd and 3rd week in May) @ noon
- ★ 19. Run WRNR-103.1 Annapolis Radio - 5 spots (last week in May) @ noon
- ★ 20. Run Classical 103.5 DC Radio - 5 spots (last week in May) @ 7-9 am
- ★ 21. Send out 2nd Media Kit to TV stations and Magazines
- ★ 22. Place Ad in Washington Times Newspaper - 1 ad in May (last weekend)- 1 ad in June (first weekend)
- ★ 23. Place Ads in What's Up? Magazine- 1 ad in March - 1 ad in April - 1 ad in May
- ★ 24. Third meeting with Congress Directors for evaluation



Timeline



12/01/03 1/01/04 2/01/04 3/01/04 4/01/04 5/01/04 6/01/04

