PUBLICITY

* Create a sign to promote the show
* Have Lawn Signs created and have 100 printed. One color, two sided
  + Current contact is Lisa Lynch ([llynch@artvan.com](mailto:llynch@artvan.com)). Previous invoices are attached.
  + Would suggest a new supplier, more expensive, but more durable and easy to assemble signs.
  + For instance, <http://www.supercheapsigns.com> can produce 100 18 x 24 signs for $237.00, plus 100 wires stands for $89.00 plus shipping for $78.17 for a total of $404.17. Art Van’s supplier would provide just the signs, no wires for $315.00. If we cannot get someone to donate more wires, cost for that type of sign is about $1.15 each.
* Get Paper Sign approved by Student Council and stamped­­
* Post Papers signs around school
* Post signs at businesses around Royal Oak and Clawson
* Posts Lawn Signs
  + High Traffic Corners
  + Other Royal Oak Schools
* Create banners to post at school
  + Students will do this with banner rolls in Scene Shop. May need to buy poster paint and brushes.
* Get professional banners made to post outside in high traffic areas
  + I had created these using Post Up Stand. They only cost $24.00 each for a 2x6 sign (plus shipping). We made four and put one in front of ROHS, ROMS, and schools at 12 & Crooks and 13 & Rochester. <http://www.postupstand.com/vinyl-banner-2-x-6>
  + We had the cast sign these and raffled them off during the performances, liquidating their costs
* Create Business Cards to distribute at Fund Raising and School Events
  + Purchased through VistaPrint. About $10 per 250. <http://www.vistaprint.com/>
* Create Press Releases
  + See attachment for current press contacts, but seek out new contacts each production
  + Contact local press and have them promote the play in articles
* Have announcements placed in ROHS Communications
  + Electronic Sign in front of ROHS
  + Raven TV Reports
  + ROHS Website
    - See attachement for contacts at ROHS
* Create a Facebook Event to share and post
* Post news and updates about The Play on RODrama Facebook and Web Page
* Sell Tickets During Pizza Sales and Lunchtime
* Take Pictures and Video during rehearsal and Set Construction to post in social media
* Create a stunt that we can post as a Viral Video!
* Usher and hand out programs at the play

PROGRAM

* Create sales package to provide to potential advertisers
  + See previous package in attachment
* Create package for parents to purchase dedications
  + See previous package in attachment
* Send sales package via e-mail to Royal Oak and Clawson businesses
  + See list of businesses attached
  + Survey Chamber Of Commerce website for new businesses
* Follow up with a phone call
* Facebook Message businesses with a link to the sales package at RODrama.com
* Get ad artwork from advertisers
* Get dedication artwork from parents
* Approve artwork with parents and advertisers
* Get all elements needed to create program
  + Front Cover Logo
  + Credits (including Authors, Composers, Directors)
  + Synoposis
  + Note To the Audience (behavior)
  + Director's Note
  + Officers Message / Picture Of The Officers
  + Thanks to Adult Advisors, Directors, Boosters
  + Pictures of backstage and rehearsal
  + Drama Club Statement / Thank You
  + Special Thanks Page
  + Cast List
  + Songs and Scene Listing / Intermission
  + Crew Heads
  + Crew List
  + Pit Orchestra Listing
  + Bios with Pictures
  + Parent Dedications
  + Advertisements
  + Autograph Page Back Inside Cover
  + Backstage Collages
  + Back Cover
* Create Program
  + Program is 5 ½ W x 8 ½ T. Folded Letter Size paper. Color cover and black and white interior pages.
* Get Program proofread and approved by Director, Officers and Boosters
* Send Program to Printer
  + We use Jeff Colavecchia from Minute Man printing [reddnotred@gmail.com](mailto:reddnotred@gmail.com) . Costs have been less that $200 for 600 programs.
* Post Program at RODrama.com and provide link on Facebook page
* Fold and staple programs
* Distribute Programs at Play