



Dollar Stretcher Ideas.....



Ideas:

1

Ticket/Poster/Lobby Card Printing: offer your printer the back of the ticket for his logo for a reduced-price printing, or a free upgrade to better paper, or adding color. Offer printer a logo on poster and lobby card(s) in trade.

2

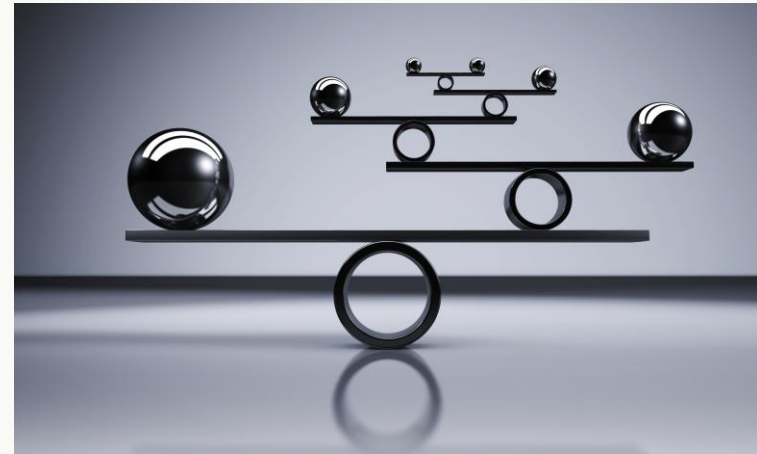
Radio: Your **Show** is a product of value, why not consider a small purchase on local radio. Purchase drive time and ask the station to match your ad schedule with Public Service Announcements. There is a tendency to ask for low rates to buy frequency, but to get the most bang for your buck buy the station's better times. If the station consents to match your schedule with PSA's you've effectively cut your per ad price in half.

3

Farmers Market: Consider buying or trading a booth at your local farmers market, have quartets singing in your booth and selling tickets to the show. If you attend three markets in a row you have created frequency, you gain visibility and you might sell some tickets along the way.

4

TV: Contact a local TV station for a guest shot on a local program. Find out if your local access station has any shows that would work for a quartet to sing on. The worst they can say is NO, but they just might surprise you. (Send a great quartet or the entire chorus).

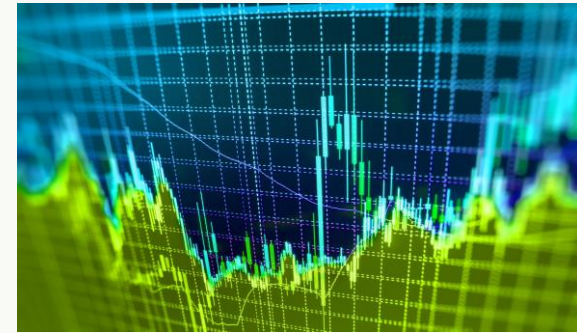


5

Sell Ahead: Your summer show is not your only show...so set up a booth in the lobby and sell your next show. Build a Christmas lobby card (around 40 bucks) post it at your summer show and sell tickets.

6

Audience direct: If you have email lists, compose a catchy email invitation with a link to your website show page. Offer an early bird price for people that respond to the email. Set up a way to buy tickets online from your website. If you can't accept money through your website, set up a contact page to hold tickets and call the buyer back and arrange for payment.





7

Extra mileage: see if your printer is willing to trade some of your printing for a free ad in your program. You might be able to trade with your local newspaper an ad for an ad.

8

Promotional T-Shirts.... Talk to your local screen printer about a Chorus T-shirt. Have your logo on the front and offer the printer his logo on the sleeve. Sell the T-shirts at your events and split the proceeds with the printer.



9

If you want **Barbershoppers** to attend, place an ad in the **Timbre** and the **Green Sheet** or with **BHS**. Make sure your website is up to date with the latest information on the show and other events.

10

Sing where audience and potential new members “**Hang-out,**” because they’re not in your rehearsal space or at your show unless you invite them.

THINK BIG...

- **If you have a corporate sponsor: ask them to go in half on paid advertising. Their name included in your chorus ad. Stretch a 500-dollar budget to a 1,000-dollar budget.**
- **Buy a billboard share the cost and share the space. Chorus gets one-half of the billboard; sponsor gets the other-half. Perhaps multiple Bus signs.**
- **Sell a Named Sponsorship to for your Show... it's now the Key Bank, Zoom Chorus Barberpalousa ... sell the sponsorship for 2500.00. Include sponsor in all your advertising... your show program... guarantee three on-stage acknowledgments... include logo in any promotional items available at the show. Invite sponsor to put a coupon in your program, for substantial discount. Provide the client on-stage giveaways night of the show.**