

# ADVERTISING & PROMOTION TIPS

*Tips for getting the most out of your budget*

Advertising and promotion are often the smallest part of an event's budget. There are so many other expenses management must cover (facility rental, judges, awards, etc.) that there may be little if any left to advertise and promote the event. However, there are inexpensive ways to promote an event on a limited budget.

· News Releases – The release contained in “Discover Your Lifestyle” is a starting point for free publicity. You can download the automated press release once your show dates have been approved. Fill in appropriate information on your event and submit it to your local publications. It is a good idea to contact your local newspaper and get a name for your contact. Stay in touch with them and ask if they received the news release. Follow-up increases the chances of coverage for your event. You also can send the news release to equine publications in your regional area. If it's not printed in its entirety, maybe your show dates will be included in the calendar of events.

· Trade Out Advertising – Offer to hang a banner in the arena for a local newspaper or equine publication in trade for a print advertisement. You also can approach a radio station with the same offer. They might be willing to do a live remote broadcast from your event if given sponsor billing. Make sure you have exciting events happening when they conduct the remote. Line up interesting exhibitors for live interviews.

· Public Service Announcements – The Federal Communications Commission (FCC,) the regulatory agency for radio, television, wire, satellite and cable requires that a portion of broadcast time be used for public service announcements. This is a good opportunity for you to promote your event. Personalize the radio public service announcement provided in the show marketing materials and ask local radio stations to use them for public service announcements. Contact your local television stations and ask to have your event listed on the calendar of events.



· Charity Rates – If our event is a fund-raiser, ask for charity rates when purchasing newspaper ads. These rates can be substantially lower than rates for businesses. There might be some qualifications for these rates, so be sure you can prove that the event is charitable.

· Advertising Contract – If you manage more than one event and are in charge of advertising and promotion, consider establishing an advertising contract with equine publications. Ad rates may decrease based on the number of times you advertise during a year, which may cover several events. Some publications give discounts for three ads; some start at six ads. Discuss this option with your advertising representative.

*A little extra effort might yield more local awareness and participation for your event!*