

# ADVERTISING & PROMOTIONAL TIPS

Advertising and promotion are often the smallest part of an event's budget. There are so many other expenses that must be covered 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 on the "Celebrate the Morgan" site is a starting point for free publicity. You can download this press release and once filed out it can be submitted to the local media organizations in your area. It is always a good idea to contact the media organizations and get a name to submit the release to. Once the release is submitted stay in touch with them and ask if they have 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.

## CHARITY RATES

If your event is a fund-raiser, ask for charity rates when purchasing advertising. These rates can be substantially lower than the rates for businesses. There might be some qualifications for these rates, so be sure you can prove that the event is charitable.

## POSTING FLYERS AT LOCAL TACK SHOPS AND FEED STORES

An excellent way to reach equine enthusiasts is to place flyers in areas that they frequent. Before place your flyers make sure that you have the permission of the store manager or owners for placement of the advertisement. It is also helpful to leave extra flyers with the

store in the event more are needed for those that are inquiring about the event.

## CALENDAR OF EVENTS IN AREA NEWSPAPERS, MAGAZINES AND LOCAL TELEVISIONS AND RADIO STATIONS

Most media sources have a calendar of events that lists activities going on in and around the area. In most cases these lists are managed by the assistant news editor for the media source. Generally they require that you submit to them the date, time, local of the event and the activities that will take place. It is always helpful when the activity is charitable.

## PUBLIC SERVICE ANNOUNCEMENTS

The Federal Communications Commission (FCC,) the regulatory agency for radio, television 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 if it benefits a charitable organization. The press release that is provided in the promotional materials can be used as your public service announcement. You should follow the same procedures as you would with a News Release. This is also a good opportunity to call your local media organizations and ask about their "Calendar of Events".

## TRADE OUT ADVERTISING

If your event is big enough and you expect a sizeable turnout you should contact your local newspaper or televisions regarding a possible trade out. This usually involves hanging a banner or having promotional items available at your event for the representative media organization. This is a good opportunity for you to promote your event.

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