



HOT BUTTERED RUM Concert Marketing Plan for Non-profits

Please note that the following are marketing elements that have worked in a variety of situations to sell out our shows in the past. Please use common sense in determining what will and won't work in your market. Always keep in mind that you are marketing to a diverse audience, consisting of younger jamband and rock'n'roll fans (the minority) and older bluegrass, folk and Americana fans (the majority).

Below you will find an outline followed by detail:

OUTLINE

I. Advertising

- A. Hi res materials available from management or online at
 - <http://www.skylineonline.com/hbrpromo.shtml>
 - <http://www.hotbutteredrum.net/info/press-kit>
- B. Ad mat at www.skylineonline.com/hbrpromo.shtml
- C. Posters from agent and management. Backup poster and handbill art files at:
 - <http://www.skylineonline.com/hbrpromo.shtml>
- D. Video "B" roll available from management
- E. Direct mail to subscribers

II. Publicity

- A. Management provides publicity assistance
- B. Print feature to run 4-7 days out – **IMPERATIVE**
- C. Artist available for print/radio advance phoners
- D. Artist will do television as schedule permits
- E. Video "B" roll, CDs and MP3s available from management

III. Grass Roots/Internet

- A. Letter to environmental and lifestyle groups
- B. Facebook invitations and Facebook ads
- C. MySpace blasts
- D. E-mail blasts
- E. Volunteers to flyer/poster/pass out CDS

IV. Grant and sponsorship eligibility – HBR 501(c)3

I. ADVERTISING

We have found that the best advertising campaign in arts consists of a combination of direct mail to subscribers, creation and distribution of posters and handbills and targeted cable television remainder advertising. The band's management will provide high resolution photos and text for creation of these materials. Additionally, management will, on request, make small quantities of posters pre-printed with concert information available to buyers for distribution. The band has a variety of professionally shot video available through management for creation of television spots. We believe print advertising is not as effective, but we do have an admat for those who wish to pursue it.

II. PUBLICITY

Publicity has been the greatest asset Hot Buttered Rum brings with them. The band has a full time publicist on retainer and their manager has more than 25 years' experience in dealing with radio and television. The band members are always available for radio and newspaper phoners. Schedule permitting and at the expense of the buyer, they will come to tour markets early to perform live on local television and radio news and entertainment shows. Television pitching should start at least four to six weeks before the show date; radio and print pitches should come three to four weeks out. **It is imperative that a full-fledged feature/advance story on the band be stressed to local newspapers over a mere photo and calendar listing. A feature story that runs one week before the show date has proved to be most effective in selling tickets.** The band's new album is receiving substantial national non-commercial radio play. Please consult with management on all publicity.

III. GRASS ROOTS/ONLINE MARKETING

This is a very effective marketing strategy, if applied correctly. It does require quite a bit of legwork, though.

- 1) As early as possible, create a "personalized" form letter to every environmental, alternative energy, organic foods/local food movement group in your area. The band lives the lifestyle and practices what they preach. They travel in a veggie oil/biofuel tour bus with solar panels and they are happy to show it off.
- 2) Facebook has become ABSOLUTELY ESSENTIAL to marketing Hot Buttered Rum concerts. Management will create an invitation page for each performance and give it to presenters with clear instructions for viral distribution. Additionally, management will either create a Facebook ad with a link to your on-line box office or teach you how to do it yourself. Consult with management on best key words for your market
- 3) Management will blast concert information to the band's MySpace, Facebook and Twitter community. The presenter should do the same.
- 4) Management will include each concert in at least one targeted e-mail blast to fans. Presenters should do the same.

5) The band's management will, on request, provide quantities of live Hot Buttered Rum recordings on disc, stickered with presenters' specific concert information. These discs can be handed out at appropriate performances or used for a mailing to subscribers.

IV. GRANT AND SPONSORSHIP ELIGIBILITY – HBR 501(c)3

Hot Buttered Rum has formed a non-profit whose mission statement includes promotion of and education on alternative energy sources, recycling, and other environmental concerns. A secondary goal of the non-profit is the promotion of organic food products, local food sourcing, support of family farms and healthy lifestyle.

We may be able to help you obtain grants and/or sponsorships to defray a portion of the cost of this presentation. Recent sponsors/donors have included CLIF Bar, BP (biofuels division) and Whole Foods.