Professional Sales & Promotion Classes

For this assignment, you are to assume the role of concert promoter for your favorite band. You are to plan a 5 city tour and include all elements of promotion for your tour. You can even promote a “super group” or “mini festival” with individual artists or members from different bands joining forces for a special concert (possibly a charity) event. You should include the following:

* Name of tour/festival
* Name of band/group/artist(s)
* Brief history of band(s)/artist(s) - 5 facts and hit songs
* 5 tour dates and locations
* Ticket prices
* Song List – look at lengths of songs – most concerts are about 1 ½ -2 hours
* For each location include:
	+ Start time
	+ Arena where they will play / picture of arena
	+ Seating chart of arena / seating capacity
	+ Lodging information for band – hotel where they will stay overnight with price
* Sponsorship– list at least 5 products or companies that will sponsor the event.

You will then need to design the following:

* + Ticket
	+ Concert Flyer
	+ Concert T-shirt
	+ Concert Bumper Sticker
	+ CD Jewel Case – front and back
	+ Concert Poster
	+ 3-Panel Brochure
	+ Billboard
	+ Backstage Pass

Your advertisements can be over the band/artist, the concert, or a special event surrounding the artist/concert such as a CD release, publicity stunt to receive free tickets, how to join the fan club, etc.

Extra Credit:

* + Create a Fan Club newsletter & a fan club member card

You will then print out your promotional material and create a Tri-board (supplied by you) about your concert to present to the class. Your tri-board should be professional, neat, and organized and should include all information required.

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| Name of band/group/artist (s) | 5 |
| Name of tour/festival | 5 |
| History of artist(s) | 10 |
| Hit songs | 5 |
| 5 tour dates | 10 |
| 5 locations (city/state | 10 |
| Ticket prices | 10 |
| Song list | 5 |
| 5 start times | 5 |
| 5 arenas | 10 |
| 5 arena pictures | 5 |
| 5 seating charts | 10 |
| 5 seating capacity | 10 |
| 5 nights lodging | 10 |
| 5 sponsors | 10 |
| Ticket | 20 |
| Flyer | 20 |
| T-shirt | 20 |
| Bumper sticker | 20 |
| CD case | 20 |
| Poster | 20 |
| Billboard | 20 |
| Brochure | 20 |
| Backstage Pass | 20 |
| Tri-board | 50 |
| Organized, professional, creative | 25 |
| Presented | 25 |
| TOTAL | 400 |
| Extra Credit | 40 |