

## MARKETING COMMITTEE

The Marketing Committee shall include the following sub-committees: Advertising (Program, media, posters and flyers, etc.), Corporate Sponsorships/Partnerships, Grants, Technology (Website, Facebook, Twitter, etc.) There shall be a chairperson for this committee, which may or may not be the assigned officer. There shall also be a person in each sub-committee responsible for overseeing this particular area.

### **Advertising Sub-committee**

The Advertising Sub-committee shall work with the Executive Committee in the selection (or retention) of an advertising agency and securing an annual contract.

The Advertising Sub-committee shall be further divided. The Advertising segment shall have persons responsible for overseeing the Program, Media and other types of promotion.

### **PROGRAM, POSTERS AND FLYERS DIVISION**

The person responsible for the Program, Posters and Flyers Division is responsible for overseeing a sub-committee which shall:

- A. Make decisions about general contents of the Program Flyer, Posters and/or other Flyers, with the approval of the Executive Committee.
- B. Collect information, photos, etc. to be part of the above listed publicity pieces and deliver them to the advertising agency charged with creating the document.
- C. Arrange for the printing of the above listed publicity pieces, including:
  1. Choosing the printer, in conjunction with the advertising agency, and with the approval of the Executive Committee.
  2. Working with the printer (perhaps through the advertising agency) to assure the program reflects the wishes of the committee and Board of Trustees.
  3. Making decisions concerning number of materials printed, arrangements for delivery, etc.

### **“OTHER” ADVERTISING DIVISION**

The person responsible for the “Other” Division shall be responsible for considering, seeking approval, and implementing other forms of advertising, which might include, but is not limited to, Bus Signs, Yard Signs, Billboards, Bench Signs, etc.

### **MEDIA ADVERTISING DIVISION**

The person or sub-committee responsible for Media Advertising shall work closely with the chosen advertising agency to insure that coverage is as complete as possible, including, but not limited to, radio, television and print media. This person or sub-committee is also responsible for seeing that articles, interviews, etc. appear in as many newspapers, magazines, newsletters, etc. as possible.

### **Corporate Sponsorship/Partnership Sub-committee**

Corporate Sponsorships/Partnerships shall be assigned to another person or sub-committee. If the advertising agency chosen is also assigned to secure sponsorships, the person or sub-committee should work closely with the agency to insure that all avenues of sponsorship are being explored and approached. If the agency chosen is not involved in sponsorships, it shall be the responsibility of the sub-committee to develop a strategy and the means necessary for seeking out and securing said sponsorships.

It should be communicated that any member of the Board of Trustees may seek sponsorships. In doing so, the following procedures must be followed:

- A. As soon as someone has a potential sponsor, he/she needs to identify that potential sponsor to the Marketing Committee, the responsible officer and the President and report any direction he/she thinks the relationship might take. (For instance, are they looking to be a monetary or an in-kind sponsor, what are they willing to give, and what do they expect in return?)
- B. Everything needs to be in writing. After the initial contact with the sponsor, and after conferring with the Marketing Committee and Executive Committee if necessary, DIFI should present a written proposal to the potential sponsor. If the potential sponsor is happy with the proposal, it will be necessary to get in writing, exactly what the potential sponsor expects.
- C. Finally, a contract needs to be signed by both parties. And if the contract includes services (such as printing or material products) date commitments are needed.

- D. The person making the initial contact may continue to be the lead person on the project, but the Marketing Committee (Sponsorship Sub-committee) must be involved. If the delegate wishes to just identify a potential sponsor, the Marketing Committee will take over.

Members of DIFI should be encouraged to seek sponsors since there is no commission to be paid unless secured by the advertising agency. (NOTE: There should be communication between the Marketing Committee and the advertising agency so that both agencies are not seeking the same sponsors.)

#### **Grants Sub-committee**

The person or sub-committee responsible for grants shall work in conjunction with the officer responsible for the Marketing Committee and the executive Committee to research, write and submit grants for special activities within the festival.

#### **Technology Sub-committee**

The person or sub-committee responsible for Technology shall:

- A. Create, maintain and update the Website.
  1. Oversee content of site
  2. Be in contact with member organizations, officers, committees, etc. to get information and post said information.
  3. Update information as soon as possible to keep the page current.
- B. Shall explore and implement other forms of communication, including, but not limited to Facebook, Twitter, etc.

#### **Ticket Sub-committee**

The Ticket Sub-committee shall be further divided between Pre-Sale Tickets, and At-the-Door Tickets.

##### **PRE-SALE TICKETS DIVISION**

The person or sub-committee responsible for Pre-Sale Tickets shall:

- A. Receive from the President the printed tickets to be sold and/or distributed.
- B. Distribute tickets to members.
- C. Distribute tickets for distribution to outlets for the purpose of selling said tickets to the public.
- D. Work with the Scheduling Chairperson to distribute tickets to workers and entertainers.
- E. Render to DIFI a written report of:
  1. All tickets sold and unsold
  2. All monies received from sales
  3. Distribution of tickets for workers, entertainers, and complimentary purposes.
- F. Coordinate with Treasurer for return of unsold tickets and money for sold tickets.

##### **AT-THE-DOOR TICKETS**

The person or sub-committee responsible for At-the Door Tickets shall:

- A. Coordinate with the Scheduling Chairperson to develop a schedule and secure people to work at the Ticket Sales area (both selling tickets and working in the back room).
- B. Purchase tickets in sufficient quantity, and in the proper categories.
- C. Coordinate with the Treasurer to assure that ample cash is on hand for making change.
- D. Instruct ticket sellers in the proper method of selling tickets, counting money, etc.
- E. Prepare cash drawers for ticket sellers.
- F. Count cash in each drawer at the end of the shift and reconcile the cash with the number of tickets sold.
- G. Designate one person to have access to the safe.
- H. Take cash to the bank for deposit at the end of each day.
- I. Prepare a written report of activities for the Board of Trustees meeting following the festival.