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**CHASE RICE**

**Marketing Plan**

**December 8, 2017**

**DEMOGRAPHIC TARGET:**

This concert is hosted and coordinated by the Student Activities Council (SAC) at Northwest Missouri State University. Since the concert is funded through student fees, the first priority will be to promote to NW students primarily, and general public secondary.

**TIMELINE OVERVIEW:**

**June 26, 2017:** Social Media announcement in line with announcement of Lambs & Lions tour.

**August 27, 2017:** Advantage Weekend Announcement

**Fall 2017 (various dates):** Variety of promotions through flyers, posters, information tables, etc. to be conducted on campus and through Chase Rice and his team.

**September** **4, 2017:** Student Tickets On Sale

**September 20, 2017:** Public Tickets On Sale (if tickets remain)

**December 8, 2017:** Concert (Doors open at 7:00pm)

**TICKET DETAILS:**

Student Tickets: $10 ($15 Day of Show)

On Sale: September 4, 2017. Sold online or at Cashiering Office in the Administration Building. Must have valid student email address or Student ID to purchase.

Public Tickets: $20 ($25 Day of Show) (Only if tickets are still available)

On Sale: September 20, 2017. Sold online or at Cashiering Office in the Administration Building.

**EVENT DETAILS:**

**WHEN**

December 8, 2017

Doors open at 7:00pm

Show begins at 8:00pm

**WHERE**

Bearcat Arena

Northwest Missouri State University

Maryville, MO 64468

**VIRTUAL PROMOTION**

**Social Media:** NW SAC social media will be the primary method of promoting the concert. These include Twitter (@NW\_SAC), Facebook ([www.facebook.com/NWMSU.SAC/](http://www.facebook.com/NWMSU.SAC/)), and Instagram (@nw\_sac).

**SAC Website:** The concert is being promoted through the SAC website with a link to purchase tickets once they go on sale. <http://www.nwmissouri.edu/getinvolved/sac/concert.htm>

**ON CAMPUS PROMOTION**

**Advantage Weekend Announcement**: First-year students attend Advantage Weekend programming their first weekend on campus. Per campus tradition, we announce the Fall Concert at the end of this weekend when a vast majority of the first-year students are present. These students are typically not connected via social media yet so it is a great opportunity to promote the event to these students, even if most students already know who the artist will be through the tour announcement.

**Distributions:** Throughout the fall we will continually promote the concert on campus via flyers, posters, and ads on televisions throughout the J.W. Jones Student Union. All of these distributions that contain artist images will be submitted for approval before being distributed.

**Press Release:** The University Marketing and Communications Office will assist with promotions by issuing a press release. They follow a simple format with details about the concert, bio information about the performer(s) and a quote or two from a SAC representative about the concert. The news release is distributed to local and regional media, in addition to being shared through our University communication/promotion vehicles (website, social media, calendar email newsletters, signage, etc).

**Bearcat Link:** Through our student involvement software, we will be able to periodically email all students regarding the concert. We will be able to provide all pertinent information necessary and send it as frequently as is appropriate.

**PUBLIC PROMOTION**

**Distributions:** If tickets are still available when the general public tickets go on sale we will use the flyers and posters that were used on campus, only with updated ticket prices. These will be placed at local businesses.

***Radio Ads:*** *We do not have funding for radio promotions but are able to exchange comp tickets for advertising. These tickets will be used for radio staff and for free giveaways in exchange for promoting the concert on-air.*

**Press Release:** See above in “On Campus Promotion” section.

CHASE RICE PROMOTION ASSISTANCE

**Social Media**: Chase Rice and his team will promote the concert on his Twitter, Facebook and Instagram accounts with the use of a video. These posts will include the ticket link and information about the show on December 8, 2017. Chase Rice will also retweet a tweet from @NW\_SAC that gives information about the concert.

**Public Promotion:** Chase Rice and his team will communicate with their fan club that Chase Rice will be having a concert at Northwest Missouri State University. Specifically, fan club members that reside in Omaha, Kansas City, Des Moines, and other closely surrounding areas to Maryville, Missouri.

**Venue Promotion:** Chase Rice and his team will promote the show at Northwest Missouri State University at Kanza Hall in Overland Park, Kansas on October 26, 2017. Providing this information to the attendees of the concert will inform them that Chase will be performing again, not too far from Kanza Hall.

**CONTACTS**

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