



# Common Bond

## Quartet

### PROMOTER'S RESOURCE GUIDE

Scheduling Common Bond Quartet to come for a concert or worship service is just the beginning! We'd like to make it fun and rewarding experience for you, but beyond that, we'd like to see it be as successful an event as possible—and we'd like to offer a few tips and guidelines to help make that happen! First, we hope you've already started with seeking advice and prayer from those you trust. Second, we encourage you to form a committee of church and community leaders to advise and support you in organizing the event. Then, follow the below guidelines with PASSION and PERSEVERANCE! Be EXCITED about the possibilities God has for your church or community through this event!

#### PROMOTIONAL AVENUES TO PURSUE!

- ❖ **WORD OF MOUTH** – Once you've finalized everything with our booking agent: booking date, time, location etc. the first thing to do is to start a 'word of mouth campaign--immediately! Start talking to people about the concert / service. Ask about making announcements in local churches (not just your own). Get a committee together. Brainstorm about ways to get the word out! Start generating some excitement about the event!
- ❖ **CALLING** - Get on the phone and call as many churches, as you can within a 50 mile radius of the event (make 25 – 50 churches your goal). It's not unusual for a Southern Gospel fan to travel 50+ miles to a concert—IF they know about it! Get a team together to work on this task and divide up the list to call. Ask these other churches to (1) display an event poster; (2) put the event in their posted calendar; (3) make announcements in services, etc. about the concert in the weeks prior to the event. This IS VERY EFFECTIVE AND HELPS GET THE BUZZ GOING! DO THIS RIGHT AWAY! The support of churches, music pastors, senior's ministries, Bible study groups is VITAL. Don't forget to call Nursing Homes and Senior Citizen's Centers about this. Often they will organize a "field trip" and bring a van-load! Make calls, be encouraging and don't forget to mail or drop off promotional posters for them to post.



- ❖ **WEB BASED MARKETING** - Take advantage of all web-based free marketing—such as Twitter, and Facebook. Create an informational e-blast that churches can post to their Twitter or Facebook feeds. Encourage people to “like” us on Facebook, or go to our website:



[www.commonbondquartet.com](http://www.commonbondquartet.com) to listen to samples of our music, or watch YouTube videos. This will get the word out to tons of people in a very short period of time! (If you need help with this one, contact Karen in our office—she is a whiz at this sort of thing!

- ❖ **DIRECT E-MAIL** - Most churches, pastors, worship pastors and seniors’ pastors have e-mail lists for their respective groups. Create an informational letter (e-blast) and ask those leaders to forward it to that list. It is an effective and inexpensive way to reach potential guests.

- ❖ **PRINT** - Have all your posters and flyers printed including a picture of the group, starting time, date, location and ticket information. Poster ‘blanks’ can be downloaded from our website and personalized for your event. Print extras to mail to the area churches that you have already called (above). If you have a mailing list of previous concert attendees, churches, bookstores etc., be sure to send a flyer or postcard to these, also. This list can be developed over time from your concert attendees.



- ❖ **RADIO** - Be sure to call the Christian and Southern Gospel radio stations in your listening area. Get rates and ask for discounts and special promotion policies. Explore all public service announcements options with other radio and TV stations. Many will announce concerts free of charge—but they really appreciate a good amount of lead time on these announcements. Don’t call them the week of the concert and expect a good response. If your station has not heard of CBQ, ask them if they would like a free download of our music. Additionally, many radio stations will allow artists to ‘call in’ for a radio interview, or we can provide ‘liners’ to help promote the concert. Contact our office and we will be happy to arrange this. (Be sure to include the station call letters, location, contact name, phone and an e-mail address. Radio is a great way to get the message out to individuals who might not be reached in any other way!



- ❖ **WILL THIS BE A TICKETED EVENT?** – If so, remember to:

- Set ticket prices, including: General Admission, Artist’s Circle and Group pricing.
- Distribute tickets to churches, radio stations and other sales outlets well in advance of the concert. Don’t forget about radio station giveaways and complimentary staff passes.
- Develop a method to track sales and money.
- Collect unsold tickets and money at least 24 hours in advance of the concert.



❖ **GET CREATIVE!** - Think outside the box! Are there other places to advertise? Here are a couple of ideas that worked for other churches. Try these, or maybe you have another idea.

- **YouTube:** Especially if your congregation has not heard of CBQ, play a couple of our YouTube videos prior to your services, or during the offertory time (for several weeks leading up to the concert). This often pique's someone's interest enough to come to a concert!



- **Road Signs:** If you have a sign board in front of your church (or, if someone is creative at

making a 'sandwich board'.) Post concert information on the sign board for a couple of weeks prior to the concert. We've had people come to concerts who were just driving by, saw the sign and came in!

- **Ask to make announcements at other Southern Gospel concerts in your area.** Attend other Southern Gospel concerts in your area in the month leading up to your event. Information about other concerts can often be found at sites like: [www.gospelgigs.com](http://www.gospelgigs.com); individual artist websites;, or promoter's websites. If you ask ahead of time, most event organizers will allow you to make announcements about upcoming concerts.

- **Other ideas???** Get Creative!

## PROMOTIONAL COUNTDOWN!

### 4 - 6 WEEKS PRIOR TO THE CONCERT

1. Distribute all promotional materials to churches (including tickets, if ticketed event).
2. Send announcements to all print outlets (activities calendars, church bulletins, newspapers).
3. Make calls to Radio and TV stations – follow up with posters, CDs, etc.
4. Start making announcements on Facebook and Twitter feeds.

### 3 WEEKS PRIOR TO THE CONCERT

1. Start Christian radio advertising. If selling tickets, arrange to do a ticket give-away (several pairs per station), and offer tickets to the station employees. Arrange for Artist's radio interviews or request 'liners'.
2. Make arrangements for counseling materials to be available and plan for follow-up counseling to any attendee who makes any kind of decision for Christ. Check with the pastor and elders or lay leaders (men and women) who might be available if a Gospel presentation is going to be made.
3. Start showing YouTube videos, or using CBQ music as prelude, offertory or postlude for your church's worship services.

## THE WEEK OF THE CONCERT

1. Follow up on advertising efforts. Does everyone have what they need?
2. If you have not already discussed arrival times and last minute details with CBQ's booking agent, call him/her to confirm appropriate arrangements.
3. Typically for Sunday MORNING services, CBQ will arrive on Saturday evening and plan to set-up sound equipment in the evening, and sleep in the church's parking lot to be ready for Sunday morning. In this case, access to electrical hook-ups would be helpful. Please contact CBQ to discuss this as a possibility.
4. If the sanctuary or concert area will be used by another group (Sunday school, etc.) prior to the concert / service, PLEASE CONTACT US as it will directly affect our arrival time and set up!
5. If you agreed to provide lodging, be sure to have hotel rooms reserved and prepaid under Common Bond Quartet's name.
6. If you are selling tickets, be sure to get all the un-sold tickets and money from each of your ticket outlets at least 24 hours in advance of the concert.

## DAY OF THE CONCERT

1. Unless otherwise arranged, CBQ will plan to arrive 2 hours prior to the concert time. Prior to our arrival, stage area should be relatively clear and ready for set-up and sound check.
2. Have one table (6' or 8' preferred) set up at the rear of the sanctuary or near entrance/exit for sales of merchandise, etc.
3. Have an usher or volunteer pass out mailing list card to get the name and address of all that attend so they can receive information on future events.
4. Have meals or food arranged according to CBQ's preference. Usually meal AFTER concert is preferable.
5. If this is a ticketed event, have a crew ready to handle ticket sales at the door.

## AFTER THE CONCERT

1. Have a few volunteers present to help CBQ with load out. This really speeds up the process!
2. Send thank you notes to volunteers and churches that have helped with promotions.
3. Provide feedback on the concert to CBQ agent.
4. If you enjoyed your experience with CBQ, we hope you will recommend us to other pastors, churches or event organizers for their service, concert or event!

### *Common Bond Quartet*

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