

Checklist to Help You Promote Your Sherry Anne Concert Event

This checklist is offered to help you promote your event to the fullest so that the blessing that comes through hearing the gospel in music and song is available to all those in your community and in neighboring communities. Find press release and poster templates, bio, photos, video and audio clips online at [www.sherryanne.com](http://www.sherryanne.com).

SPECIAL NOTE: When sharing news of your Sherry Anne event, please use her professional name of Sherry Anne in its entirety.

\_\_\_ Posters: http://sherryanne.com/press.html

Fill in the event poster template at <http://sherryanne.com/press.html> with event date,

address and details. Copy and post at your church, in church bulletin; distribute in community to other churches, grocery/post office bulletin boards…

\_\_\_ Press Release: http://sherryanne.com/press.html

Fill in the press release template at <http://sherryanne.com/press.html> with your event details. 3-6 weeks ahead of date, email, deliver or mail release to area newspapers, regional magazines, radio/tv stations within 2-hour drive. Include Christian radio headquartered elsewhere but broadcasting to local area.

\_\_\_ Online EVENT Calendars

Enter your event details on the online community/events calendars of your church, local newspapers, radio/tv stations, Chamber of Commerce.

\_\_\_ Social Media/AUDIO-VIDEO LINKS: <http://sherryanne.com/press.html>

Post your event info/invitation and Sherry Anne audio/video clips to the church Facebook and Twitter accounts, add YouTube link to her [promotional video](http://sherryanne.com/press.html).

\_\_\_ Talk to People, Personally Invite Others.

\_\_\_ Ticket Sales
If you are selling tickets to the event, consider asking a local business to sponsor tickets for a youth group or senior citizens to attend the concert.

\_\_\_ Interview Shows

Contact any radio/tv station with a local news/events talk show to ask to share the date, time, place, free or any cost/ ticket info, and contact person for your event

\_\_\_ Advertising

If your event has a budget for advertising, contact local media to learn the costs, deadlines and any formatting requirements for placing a concert ad.

Need Assistance? For help with your promotion efforts, contact Sherry Anne Ministries Publicist Kara Lynn Dunn at 315-465-7578 (landline), kara@sherryanne.com: please put Sherry Anne Concert Event in the Subject Line.