



FAITH AND FAMILY NIGHT



Who: (Target audience, i.e. Students, Kids, Community, Sponsors)
Family and Youth Groups_____

What: (Items needed, i.e. props, participants)
“Faith and Family Night” is a post-game concert featuring a religious based group. This past year we had the up and coming group, Building 429. It was an amazing night and had one of our biggest crowds of the year. We plan on making this a traditional event, as we feel that this promotion will only grow.

Items needed:

Band: we contacted a number of agents to see what band would be in our price range and would appeal to both families and youth.

Stage and Lighting: This was a post-game concert at one of our men’s basketball games. We moved in our section of seats behind one of our goals to put in the stage.

Food/Drinks for the band: Usually have to provide to meals to the band

Security personnel: for concert

Table and chairs for Autograph Session: Religious groups love to have an autograph session after the concert

Cover for the basketball court: This is the second time I have done this promotion and we have used carpet one time and plastic and tarps the other. If you have a lot of help this should only take 5-7 minutes to do.

When: (Time to hold promotion, i.e. pre-game, half-time, post-game)
Post-game Basketball Concert_____

Where: (What events, i.e. Baseball, Basketball, Football)
Basketball_____

How: (Steps to completing the promotion)

1. Secure date for promotion (I have found that Saturday late afternoon game is the best time because it allows for out-of-town attendees to come and the event doesn’t get over to late)
2. Secure band (The two years I have done this, I have looked for an upcoming group that appeals to both families and youth groups)
3. Promote the event (In the Tri-cities area of Tennessee, there are over 600 Christian churches in the area. We mailed all of them a letter and attached a flyer. We then followed up with a phone call to the larger churches to get them interested in the event. We also had a trade agreement with the local Christian radio station and they helped us promote the event. In the contract with the band, I was able to secure an interview for the

radio station which helped out with our advertising. The radio station was allowed to introduce the band before the concert.

4. Secure stage, sound and lighting (The event owner is responsible for getting staging, sound and lights. Get the business that is selected to do a walk through a couple of weeks before the event to ensure that everything runs smoothly the day they arrive to build the stage)
5. Secure the meals for the band and stage crew (Our chef on campus provided the meals for the band and stage crew. They were able to eat before the game started. This enabled them to watch the game).
6. After the game, make sure there is enough help to cover the basketball court with either carpet or 4 mil plastic and topped with a heavy duty tarp (Covering the court is critical for the event to be a success. If there is a big open area and no one in front of the stage the concert will not be a good one).
7. The concert will usually last for one-hour. After the band plays, let them cool off and within 15 minutes start the autograph session. (So from the time the game starts, to the time the autograph session is over is a span of about 4 hours).

Contact: Kevin Bostian
Marketing, Promotions and Licensing Coordinator
East Tennessee State University
Johnson City, Tennessee 37614
423-439-5287 (phone)
Bostian@etsu.edu (email)