

TOMES BROTHERS

Country Gospel
Music & Ministry

PROMOTIONAL AIDS

Enclosed you will find some suggestions for promoting and advertising your upcoming event with The Tomes Brothers. In addition, you will find a Pre-Event Countdown Checklist enclosed with this sheet. These are designed to help you obtain a better attendance for this special event. We are looking forward to a wonderful time with you and your congregation. If you have any questions concerning The Tomes Brothers, please do not hesitate to contact us.

1. NEWSPAPER RELEASES

- A) Most church leaders are familiar with the editors of the church page in their local newspaper; if you are not, make it a point to call and find out that person's name. When submitting any material, make personal contact with this person and see if there's anything else they may need.
- B) Two (2) weeks before the concert, submit the PRESS RELEASE that you'll find in the advertising packet, along with the Tomes Brothers Promotional Photograph for the church section of your local newspaper stating that The Tomes Brothers will be at your church, giving the time, date, etc. This gives people time to make plans for this event.
- C) You'll find that most newspapers in your area will give free advertising for this community event. Your local shopper's guide is also a good outlet.

2. RADIO TIME

- A) Most local radio stations have community bulletin boards, from which they make (PSA) Public Service Announcements. These stations are usually more than happy to make this type of announcement for you. In addition, be sure to contact the local Christian Stations.

3. YOUR CHURCH BULLETIN BOARD OR MAILING LIST

- A) Announce the concert about a month before the scheduled date (and each week thereafter) urging your congregation to invite their friends and neighbors to attend.
- B) Make mention of the concert each week thereafter in your church bulletin. Also utilize the ad mat contained in the packet to make a bulletin insert as an added reminder.

4. COMMUNITY OUTREACH

- A) Whether a church is large or small, a concert or special service of this type should always help to raise the visibility of the church in its own community more than it currently enjoys. As a direct outreach, organize a small group to canvas a predetermined radius around the church.

5. OTHER HELPFUL SUGGESTIONS

- A) Prior to the event with The Tomes Brothers, it would be appreciated if all movable platform objects are cleared and the pulpit removed to facilitate our sound system and other equipment.

6. GENERAL INFORMATION

- A) The Tomes Brothers will arrive approximately two hours before the engagement to set up, unless prior arrangements have been made. Please make sure the auditorium is open when we arrive.