



# **Low Cost \$ Ways to Advertise your Festival**

**Host: Columbia Homecoming Festival**

**Speakers: Marnie Butler & Debra Rose**

# Advertising On A \$0 Budget

## ◆ FREE





# Requires Time & Effort

- ◆ Have you ever tried to advertise for a Fundraising Event without spending any money?
- ◆ It is possible but requires some creativity along with time and effort.
- ◆ Let's face it. The less of your organizations money you have to spend organizing your event, the more money you will be able to generate for your cause.
- ◆ The old saying that "**you have to spend money to make money**" does not always hold true and I can prove it.

# 1. Organize a Great Advertising Committee

- ◆ **The more people involved in planning an event, the more people you will have attending the event.**

- ◆ The first thing that one needs to do is to get a great committee together.
- ◆ I try to make sure I have someone who is a good writer, someone who doesn't mind doing leg work and someone artistic.



## 2. Make a Squidoo Lens about your Event

It's free and it works

- ◆ **SQUIDOO**
- ◆ [www.squidoo.com](http://www.squidoo.com)



- ◆ Squidoo is a free website where you build these Scroll Down Web Pages on any subject that you are passionate about.
- ◆ <http://www.squidoo.com/columbiacharities>



# EARN MONEY FOR YOUR EVENT

- ◆ You can earn money for your cause if you are chosen as a Squidoo Charity.
- ◆ Non Profit 501c3 Organizations can apply to become a Squidoo Charity
- ◆ [Sign up to be a Squidoo Charity!](#)
  - ◆ A big big part of Squidoo's mission is to send more money to deserving non-profits so they can do good in our online and offline communities. We do that by matching hard-working charities with our hard-working lensmasters. Lensmasters build webpages...

### 3. Promote Your Event Using Free Social Media:

- ◆ [Twitter.com](https://twitter.com)
- ◆ [FaceBook.com](https://facebook.com)
- ◆ [MySpace.com](https://myspace.com)
- ◆ [Craigslist.org](https://craigslist.org)
- ◆ [LinkedIn.com](https://linkedin.com)
- ◆ [YouTube.com](https://youtube.com)
- ◆ [Backpage.com](https://backpage.com)
- ◆ [Visitloraincounty.com](https://visitloraincounty.com)



facebook



craigslist

Linked in®

You Tube

backpage.com®





# Login and Passwords

- ◆ Assign at least 2 people to be administrators to any sites you create.
- ◆ Keep Login and Passwords on master spreadsheet.
- ◆ Make Login and Passwords that are easy to remember but hard to decode.
- ◆ Reverse spellings and add in numbers.
- ◆ IloveCanyd32 instead of Ilovecandy32





# Emails

- ◆ These sites require an email address in order to create.
- ◆ You want people that visit your site to be able to contact you.
- ◆ You can set up free email accounts through Yahoo, Gmail, and Hotmail.
- ◆ These emails services will hold a lot of information and you can create folders to store this information.
- ◆ Make an email that reflects your event.
- ◆ [Stuffedturkey@yahoo.com](mailto:Stuffedturkey@yahoo.com)



# Build your following

- ◆ Twitter, My Space and Face Book are great places to promote your event but these will work better if you have built a large local following.
- ◆ Find people who you think might be interested and establish a relationship whether it is as a My Space, Face Book friend or a Twitter follower.
- ◆ On many of these sites you can just invite friends from other groups to join you.
- ◆ It is to build a following, just takes time.



# Twitter [www.twitter.com](http://www.twitter.com)



- ◆ Share and discover what's happening right now, anywhere in the world.
- ◆ <http://twitter.com/columbiastation>
- ◆ Become twitters with your local chamber, visitor's bureau and build followers.
- ◆ We use this for our 1/2 Marathon to let runners know about this event.
- ◆ Runners love to tweet.



# Face Book [www.facebook.com](http://www.facebook.com)

facebook

- ◆ On Face Book you can start a group and add your event. This way you can send out invitations to all of your local friends.
- ◆ All you have to do is to filter your friends to show the ones in your local network. You then send out an invitation to each of them.
- ◆ There needs to be a person assigned that will create a “Fan Of” page to promote your event.

- 
- ◆ <http://www.facebook.com/search/?init=q&q=columbia+homecoming&ref=ts&sid=2c44cef66cd9cebabb3af80e41644f62>



# My Space [www.myspace.com](http://www.myspace.com)



- ◆ Create a My Space site that reflects your whole festival or spot light a single event within your festival.
- ◆ Remember these sites are design to target different audience to bring them to your festival.
- ◆ The idea is to capture all ages to increase your attendance at your festival.

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- ◆ [www.myspace.com/columbiahomecomingfest](http://www.myspace.com/columbiahomecomingfest)
  - ◆ [www.myspace.com/columbia\\_engine\\_show](http://www.myspace.com/columbia_engine_show)
  - ◆ [www.myspace.com/columbiaboth](http://www.myspace.com/columbiaboth)



# Craigslist [www.craigslist.com](http://www.craigslist.com)



**craigslist**

- ◆ Here you can list your events
- ◆ Advertise for needed items for your event.
- ◆ Advertise for participants or volunteers.
- ◆ Check out the Free stuff year round, we have been able to acquire chairs, tables and etc. for use at our events.
- ◆ Sell tickets to concerts or pre-sale ride tickets.



# Link In [www.linkedin.com](http://www.linkedin.com)



- ◆ On LinkedIn you can easily join groups with similar interest and that are local.
- ◆ Then you submit your event news and it will appear on their newsletter that goes out to all that group's members.



# You Tube [www.youtube.com](http://www.youtube.com)



- ◆ Record events during your festival and post to you tube.
- ◆ Place a link on your website to direct traffic to You Tube to view events.

<http://www.youtube.com/watch?v=ZIZLwR0Axwo>

<http://www.columbiastation.com/homecomingcontests/battleofthebands.html>





# Visitors Bureau

- ◆ Join your local Visitors Bureau
- ◆ Bed taxes from hotels are use to promote your area and your festival.
- ◆ They produce Visitors Guides that are distributed throughout your county and state.
- ◆ Many of these guides are available at the Ohio State Fair FREE, and rest stops throughout Ohio.

## 4. Submit Your Event To Online Newspaper Calendar of Events

- ◆ Plan ahead as this must be done at least 30 days prior to event in most cases.
- ◆ Online Newspapers offer Calendars of Events for local happenings and it is free.
- ◆ It also helps to get your event recognized by Google so people can easily find it when searching the internet.
- ◆ You can post the link to your lens or website for more information.





# Utilize Events Calendars

- ◆ Post your events everywhere you can on online event calendars.
- ◆ Yahoo, Google, Visitors Bureau, Discover Ohio, Travel Ohio, Newspapers, Television, Radio Stations and local events websites in your area.
- ◆ [www.loraincounty.com](http://www.loraincounty.com)
- ◆ <http://www.pluggedincleveland.com/events/>
- ◆ <http://consumer.discoverohio.com/calendarsearch.aspx>
- ◆ [http://www.travelohio.com/event\\_calendar.html](http://www.travelohio.com/event_calendar.html)
- ◆ [www.ofea.org](http://www.ofea.org)

# RSS feed



- ◆ You can now create your own custom RSS feeds using Yahoo! News Search.
- ◆ The feeds are provided free of charge for use by individuals and non-profit organizations for personal, non-commercial uses.
- ◆ They ask that you provide attribution to Yahoo! News in connection with your use of the feeds.
- ◆ [www.yahoo.com/rss](http://www.yahoo.com/rss)
- ◆ [http://publisher.yahoo.com/rss\\_guide/](http://publisher.yahoo.com/rss_guide/)
- ◆ <http://www.clevelandbrowns.com/rss.xml>



## 5. Blog About Your Event

- ◆ Setting up a blog is easy and Free
- ◆ Try [www.Blogger.com](http://www.Blogger.com) but there are many other blogging sites that are just as easy.
- ◆ Add pictures from past events and rss your blog into your lens.
- ◆ You can also benefit from finding other local bloggers and following them and hopefully they will follow your blog as well.
- ◆ You can comment on other blogs using your Event Lens or website URL as your identity.
- ◆ This way when the reader clicks on your avatar or name, they will be directed to your lens or website.

## 6. Ask Websites To Post The Link To Your Lens or Blog

- ◆ Local Websites Can Easily Link To Your Event Lens or website.
- ◆ Find active websites that will link to your event.
- ◆ Community, online newspapers, Chamber of Commerce, City, Village or Township sites.
- ◆ Local Visitors Bureau-Sometimes there is small yearly fee to join, but it is worth it because they will promote your festival.



## 7. Design an Eye Catching Flyer and Distribute It!

- ◆ Get lots of help with this one!
- ◆ If you don't have someone to handle this place a call to action news article in local paper. You may find a local volunteer that can assist in this.
- ◆ You can use:
  - Microsoft Word
  - Microsoft Picture It
  - Microsoft Home Publishing
- ◆ Free software for non-profits from [www.techsoup.org](http://www.techsoup.org)





[www.techsoup.org](http://www.techsoup.org)



- ◆ TechSoup.org offers nonprofits a one-stop resource for technology needs by providing free information, resources, and support.
- ◆ In addition to online information and resources, they offer a product philanthropy service called [TechSoup Stock](#).
- ◆ Here, nonprofits can access donated and discounted technology products, generously provided by corporate and nonprofit technology partners.





# Printing fliers can be very costly \$\$\$

- ◆ See if a local non-profit will print for you:
  - Chamber of Commerce
  - Churches
  - City, Village or Township
  - Senior Center
  - Printer (In-Kind Donation)
- ◆ Ask for donation from local copy company for a used copier. They get trade-in's from businesses and may be willing to donate one to your cause.
- ◆ Purchase your own used printer through eBay, Craigslist for a fraction of the cost.
- ◆ Print out your own fliers.



# Advertise in local papers-FREE

- ◆ These ads can be costly-Get them FREE!
- ◆ Take out a larger size ad for your event and then,
- ◆ Sell your own ad space around your event ad and keep the profit.
- ◆ Have the business send you the ad artwork in a jpeg or gif format.
- ◆ Forward all ads directly to the newspaper at one time. Some papers will do artwork at no cost.
- ◆ This sales campaign needs to be done 3-4 weeks before papers print deadline. This will give you enough time for rework.
- ◆ **PROOF READ EVERYTHING!**



# Place Mat Advertising

- ◆ Sell Business card ads for place mats advertising.
- ◆ \$50.00 per card
- ◆ Distribute placemat's to local restaurants, community fish fry's.
- ◆ Print your own placemats or do an in-kind trade with local printer for free advertising at your event.
- ◆ 16 Business card ads will fit around the outside of a 11 x17 placemat =  $16 \times \$50.00 = \$800.00$
- ◆ Or 20 Business card ads will cover and entire 11x17 sheet of paper nicely =  $20 \times \$50.00 = \$1000.00$
- ◆ Advertise your event on the backside of the placemat or within the center of the placemat.

# Sample 11"x17" Placemat






<p><b>WRIGHTS CATERING &amp; CONCESSIONS</b>  <b>Steak Roasts • Clam Bakes • Pig Roasts</b>  <b>Beef Roasts • Special Events</b>            All Occasions Large or Small:            • Weddings            • Anniversaries            • Reunions            • Birthday Parties            • Company Events</p> <p>Jim Wright Sr.            Phone: (440) 748-2183            Mail: (440) 236-8111            Fax: (440) 748-8082</p>	<p><b>B&amp;B BUILDERS</b>            custom home builders</p> <p><b>BOB BENE &amp; BERNARD GAULT</b></p> <p>ADDITIONS SIDING GARAGES POLEBARNES            COMPLETE HOME IMPROVEMENT</p> <p>LICENSED BONDED INSURED 30YR</p> <p>BOB 440-343-6338 LADD 446-665-6890</p>	<p></p> <p><b>Kathleen Norton Fox, Inc., Atty.; CPA</b>            Attorney At Law - Certified Public Accountant</p> <p>203 North Centre Street            P.O. Box 318            LaGrange, Ohio 44030-0318</p> <p>Phone: (416) 833-LAWN            (440) 333-1897            FAX: (440) 333-9131</p>	<p><b>JC SERVICE</b> </p> <p>Please Call Cell Phone 440-284-7289</p> <p>Joh Karl HOME 440-236-5370            Jeff Karl HOME 440-236-3686</p> <p><b>2 Impound Lots MUST CALL FIRST</b>            26605 Royalton Road &amp; 13827 Hawke Road            27450 Capel Road Columbia Station, Ohio 44028</p>
<p><b>Westlake Floor Covering</b></p> <p>• Vinyl, Wood, Laminate &amp; Ceramic Tile Flooring            • Custom Designed Kitchens and Bath Remodeling            • Laminate, Solid Surface and Granite Countertops</p> <p>Rick &amp; Jim Hayden            (440) 734-3881            FAX: (440) 734-1252</p> <p>30620 Lorain Road            North Olmsted, Ohio 44070</p>	<p> <b>FRANK CLARKE AGENCY, INC.</b>            Protecting Your Future... Today</p> <p><b>JOSEPH J. DESMONT, JR.</b>            Commercial Insurance Specialist</p> <p>Phone: 440-236-5841            Fax: 440-236-5831            Cell: 216-373-9970            25070 Royalton Rd.            Columbus Station, OH 44028            www.frankclarkeagency.com</p>	<p><b>BOBOSING MATERIALS INC.</b></p> <p>Douglas K. Spielberger</p> <p>13315 Hawke Rd., Columbia Station, Ohio 44028            Office: (440) 236-8933 Fax: 1-866-372-3369            Mobile: (440) 336-6517 E-Mail: dks@bobosing.biz</p>	<p><b>LIFESTYLE FURNITURE</b></p> <p><b>Chuck Klypchak</b>            Sales Consultant</p> <p>Phone: 216.351.3355 8888 Rinkpark Road            Fax: 216.351.3377 Brooklyn, Ohio 44129            Email: lsturn@bogleball.net</p> <p><b>OPEN 4 DAYS ONLY</b> Fri 10-9, Sat 10-8, Sun 12-6, Mon 10-9            www.WeSaveYouMoney.net</p>
<p><b>Edward Jones</b>            MAKING SENSE OF INVESTING</p> <p>Brian A. Kijian, AAMS®            Financial Advisor</p> <p>Casa Rivetti Plaza            15500 Pearl Road, Unit 2            Strongsville, OH 44139-3900            Bus. 440.572-4769 Fax 440.672.0559            TF 800.751.6771 TF Fax 888.213.4924            brian.kijian@edwardsjones.com            www.edwardsjones.com</p>	<p><b>P.G.T. Construction Inc.</b></p> <p><b>Julie Cunningham</b>            President</p> <p>9800 York Theta Drive, Suite B            North Royalton, OH 44133            TIRE &amp; PEST Certified</p> <p>Phone: 440-297-7155            Fax: 440-877-9912            Call: 440-929-8898</p>	<p><b>Bauer FUNERAL HOME</b>  <i>Understanding When Needed Most</i>            Mary Ann Bauer</p> <p>2089 Columbia Road • Valley City, Ohio 44280            (330) 483-3300 • FAX (330) 483-3254            www.bauerfuneralhome1943.com</p>	<p><b>FOX VETERINARY HOSPITAL, INC.</b>            10735 LAGRANGE RD.            ELYRIA, OH 44035</p> <p><b>W. K. FOX, D.V.M.</b>  <b>S. W. SPECK III, D.V.M.</b>  <b>J. A. URIG, D.V.M.</b></p> <p>OFFICE HOURS BY APPOINTMENT            MON-FRI: 9:30 a.m. - 7:00 p.m.            SAT: 9:30 a.m. - 2:00 p.m.</p> <p>Emergency: (440) 458-0291            www.foxvets.net</p>
<p></p> <p><b>JASON'S SERVICES</b>            CONSTRUCTION DEBRIS REMOVAL            BUY-SELL USED FARM &amp; CONSTRUCTION EQUIPMENT            15 YARD ROLL OFF CONTAINERS</p> <p>(440) 928-3446 OFFICE            (440) 928-3302 FAX</p> <p>17666 STATE ROUTE #83            GRAFTON, OH 44044</p>	<p> <b>Frank J. D'Amico, D.D.S.</b>            &amp; Associates, Inc.            Caring, Comprehensive Dentistry</p> <p>623 West Bagley Rd.            Berea, Ohio 44011-1368            Telephone: 440-839-4282            fjdamico@quintessence.net</p>	<p><b>ERIC COAST</b>  <b>CUSTOMS &amp; COLLISION CENTER</b></p> <p><b>Mike Apelons</b></p> <p>33660 E. Royalton Road, RT 82            Columbia Station, OH 44028            Office/Fax (440) 748-4200            ericcoast@verizon.net</p> <p>Collision Repair            Restoration            Flames/Graphics            Motorcycles/Boats</p>	<p></p> <p>Little River Pet Resort            (440) 736-8903            www.LittleRiverPetResort.com            26479 Royalton Road (Rt. 82)            Columbia Station, OH 44028</p>
<p></p> <p>KennyRock Farm            Rose Kenny-Rock Farms of Ireland</p> <p>John and Rose Brocklehurst            23743 Emmons Road            Columbia Station, OH 44028            USA</p> <p>440-236-6549</p> <p>rosejohn@kennyrock.com</p>	<p><b>MIDVIEW Drug</b></p> <p>35053 Royalton Road            Grafton, Ohio 44044</p> <p><b>440-748-2137</b></p>	<p> <b>CAL SALES</b>            embroidery •            screenprinting            440 • 236 • 3820</p> <p>Pete Houston            calsales01@aol.com</p> <p>13975 Station Road            Columbia Station, OH 44028            www.calsalesembroidery.com</p>	<p><b>Forever Green Spruce Farm</b></p> <p><b>Wayne Brassell</b>            Owner</p> <p>18400 Station Rd.            Columbia Station, Ohio 44028            Phone: (440) 236-8293            Fax: (440) 236-9681            sprucefarm1@aol.com</p>

THANK YOU TO OUR PLACEMAT SPONSORS

**COLUMBIA ENGINE SHOW - JUNE 6 & 7<sup>TH</sup> 2009**  
**COLUMBIA HOMECOMING FESTIVAL - JUNE 26, 27 & 28<sup>TH</sup> 2009**

# Sample 11"x17" Placemat



 <p><b>CAL SALES</b> embroidery • screenprinting promotional items</p> <p>13975 STATION RD. COLUMBIA STATION, OH 44026 440-236-3820 FAX: 440-236-3821 calsalesemb@aol.com</p>	 <p><b>Kathleen Norton Fox, Inc., Atty. CPA</b> Attorney At Law - Certified Public Accountant</p> <p>38 North Center Street P.O. Box 104 Lafayette, Ohio 44024</p> <p>Phone: (440) 833-1400 (440) 833-1000 Fax: (440) 233-0114</p>	<p><b>IM WRIGHT</b> <b>RENT-A-ROASTER</b> Custom Pig Roasting</p> <p>Roasters For Roast Tables &amp; Chairs Coffee Urns Charred Grills Chests/boxes</p> <p>3808 Conlay Road Columbia Station, Ohio 44026</p> <p>Telephone: 315-749-2185</p>	 <p><b>Tree Transplanting</b> Landscaping Services Nursery Stock Available Pruning &amp; Spraying</p> <p>7701 Royalton Road - Columbia Station, Ohio 44028 440-236-8888 - Fax 440-236-8102</p> <p><b>Rich Bereri</b></p>	<p><b>seaway boll &amp; specials corp.</b></p> <p>Employment opportunities since 1957 Full and Part-time Positions Inquire about openings at <a href="mailto:HR@seawayboll.com">HR@seawayboll.com</a> Sorting ... Inspection ... Packaging</p> <p>11581 Station Road Columbia Station, OH 44028 <a href="http://www.seawayboll.com/seawaycorp">www.seawayboll.com/seawaycorp</a></p>
<p><b>Heritage Plumbing</b> Plumbing • Trucking • Excavating</p> <p>Therms Jankovick, Jr. 440-236-5266</p> <p>844g 73 8th St. Columbus, OH 43215 Dane 443-78374 Office: 3323 Station Rd. Columbus, OH 43028</p>	<p><b>COLUMBIA HOMECOMING FESTIVAL EVENTS</b> (cont.)</p> <p><b>Saturday June 30, 2007- KIDS DAY- Festival opens at 10:00am - 11:30am</b></p> <p>10:30am DEAFER DEERY-Stage (Registration 10:30am-Race 10:45am) 11:00am-2:00pm HIGH SCHOOL BATTLE OF THE BANDS FINALS-Stage Preliminaries held at the HI-PI Concert Club 4/12/07-5/17/07 @ 8:30pm 11:30am FIREMAN'S WATER FIGHT - by Fire Station 11:30am KIDS PIE BATTING CONTEST-Stage 12:00pm-1:30pm PEE BAKING CONTEST - Stage (Registration noon-1:00pm-Winner announced 1:30pm) 12:00pm-3:00pm WOLFW 1899 AM RADIO REMOTE SHOW 12:30pm KIDS WATERMELON BATTING CONTEST-Stage 2:00pm PEE AUCTION-Stage 2:00pm KIDS PEDAL TRACTOR PULL (Basketball Court) 2:00pm GARDEN SIZE TRACTOR PULL (Behind Fire Station) 2:48-7:15pm ADULT BATTLE OF THE BANDS FINALS-Stage Preliminaries held at the HI-PI Concert Club-4/17/07- 6/17/07 @ 7:00pm HORSESHOE TOURNAMENT - behind Pavilion C ADULT PIE BATTING CONTEST- Stage 8:30pm-11:30pm WINNERS OF ADULT BATTLE OF BANDS ANNOUNCED BAND - "77 SOUTH"</p> <p><b>Sunday July 1, 2007- Festival opens at 10:30am - 11:30am</b></p> <p>8:00am NDV Race-Columbia Station 10-Mile Run &amp; Inline Skates 10:30am-12:00pm Community Church Service- by Columbia Baptist &amp; Columbia United Methodist Churches-Stage 12:00pm-3:00pm SPECIAL FLAG PRESENTATION BY BOV SCOUT &amp; VFW 12:00pm-3:00pm FRED ZWISCH-POLKA MUSIC- Stage 2:00pm PARADE LINE UP 3:00pm GRAND PARADE 3:00pm KIDS &amp; PET PARADE - at Basketball Court 4:00pm LIBERTY SINGERS - Stage 7:30pm-11:30pm BAND "WELLY MORRIS BAND"-Stage 10:15pm fireworks</p> <p><i>Be a cheerleader for more events.</i></p>			<p><b>GIBBS BUTCHER BLOCK</b> The Old Mill</p> <p>781 1-440-236-2768 Fax: 1-440-236-2768 1-800-668-9637</p> <p>1646 EAST 8725th ROAD COLUMBIA STATION, OHIO 44028 <a href="http://www.gibbsbutcherblock.com">www.gibbsbutcherblock.com</a></p>
<p><b>REED'S SALVAGE CORP</b> LATE MODEL PARTS-REBUILDABLE WRECKERS FORN CAR USED PARTS CONTAINER SERVICE WE BUY SCRAP</p> <p>440-246-2575 740-2710</p> <p>3801 W. ROYALTON RD. P.O. BOX 604 GRAFTON, OHIO 44024</p>	<p><b>J &amp; J Greenhouse</b> Retail and Wholesale</p> <p>2004 Franklin, OH-Owner/Manager JAY FRANKLIN, OWNER/MANAGER JOHN FRANKLIN, OWNER/MANAGER JIM ANDERSON, FR 440-638-8888</p> <p>3801 W. ROYALTON RD. COLUMBIA STATION, OH 44028</p>	<p><b>Rose's Flower Service</b> 26892 Frederick Ave. Columbia Station, Ohio 44028 440-309-5298 www.roseflowers.com</p>		
<p><b>AW</b> ALSO MAKE SERVICES</p> <p>Brian Blackford MAINTENANCE MANAGER (644)633</p> <p>47-55 S. Central Stage Road SUISA, OH 44025 440-236-7111 ext. 2138 / FAX 440-236-3261 / Cell: 603-655-3174 brian.blackford@aw.com / www.awgroup.com</p>	<p><b>Kenneth Brock Farms</b> Green Swamp Pig Raising and Processing</p> <p>Ryan &amp; Juliea Brock/Owners Columbiana Brothers, Ohio 440-795-0940</p>	<p><b>PLACE YOUR AD HERE</b></p> <p>Contact Jim Wright or Debra Rose at The Columbia Chamber of Commerce of Commerce (440) 309-5295</p>	<p><b>R&amp;K</b> Ronald B. Krisko President</p> <p><b>R&amp;K Publishing Inc.</b> 26759 Cobblestone Trail, Suite G Columbia Station, OH 44028</p> <p>president@r&amp;kpublishing.com <a href="http://www.r&amp;kpublishing.com">http://www.r&amp;kpublishing.com</a> Phone: 440-236-5286 Fax: 440-236-5287</p>	<p>Send your dog on vacation!</p> <p><b>Little River Pet Resort</b> Stay as long as you want!</p> <p>440/236-8905 <a href="http://www.LittleRiverPetResort.com">www.LittleRiverPetResort.com</a> 26479 Royalton Road, Columbia Station</p>
			<p><b>GUY DeNILLO</b> <b>MUSIC INSTRUCTION</b></p> <p>Piano • Keyboards • Accordion • Voice • Music Theory •</p> <p>Ph: (440) 458-6305 Studio (440) 892-3250 Res: (440) 458-4540 <a href="http://www.RITopPianoVoice.com">www.RITopPianoVoice.com</a></p>	



## **8. Ask Other Organizations to post your event in their newsletters and/or send to their email list**

- ◆ **Find the contact person for each organization in your community.**
- ◆ **We have several organizations that are willing to do this for us and it is always greatly appreciated. Just send an email request with the general information and a contact number and attach your flier.**
- ◆ **Our area churches are also really good about publishing the information in their newsletters and bulletins.**

## 9. Send out Press Releases to local newspapers and magazines.

- ◆ Plan to do this at least 30 days in advance
- ◆ Writing a good press release takes time and talent. I usually like to have someone on my committee who specializes in this.
- ◆ Writing a good press release takes time and talent. I usually like to have someone on my committee who specializes in this.
- ◆ Find your Ohio local newspapers on [www.mondone newspapers.com](http://www.mondone newspapers.com)





# How do you write a good press release?

- ◆ Make sure you have a good title and a great hook within your first paragraph or statement to set the tone of the article.
- ◆ Make sure to keep your articles and press releases simple with only bullet point details of your actual events.



# How do you write a good press release?



- ◆ <http://www.wikihow.com/Write-a-Press-Release>
- ◆ This website very helpful in learning to write a press release.



## 10. Send PSAs to Local Radio Stations

- ◆ **Learn how to write an effective Public Service Announcement**
- ◆ Most stations will require specific guidelines to be followed when submitting a PSA.
- ◆ Find out what those are and follow them.
- ◆ After your PSA is written be sure to send directly to the right person.
- ◆ This may take some phone calls to find out this information but will be well worth your time.

# How To Write A PSA

- ◆ [How To Write A Public Service Announcement](#)
- ◆ There are many sites available to assist with this such as:
- ◆ [http://ctb.ku.edu/tools/en/sub\\_section\\_main\\_1065.htm](http://ctb.ku.edu/tools/en/sub_section_main_1065.htm)



# Trade Services

- ◆ Give free advertising for items you need.
- ◆ Hotel Rooms for entertainment
- ◆ Trailers for hauling equipment
- ◆ Food vouchers for judges and sponsors.



## Become a Sponsor of 2010 Columbia Homecoming Festival

### WHAT IS THE COLUMBIA HOMECOMING FESTIVAL?

The Columbia Homecoming Festival is sponsored by **The Columbia Chamber of Commerce** which is a nonprofit 501(C)(6) organization. The Columbia Homecoming Festival relies on sponsorships and donations to help fund this event. You can sponsor the festival at any level and even become a "SPECIAL EVENT SPONSOR". The proceeds of your sponsorship and donations will help fund the following: Fireworks, Baby Liberty Pageant, Miss Liberty Pageant, Family Entertainment, Battle of the Bands, Prizes, Kids Day Games, Parade Awards, Rides, ½ Marathon Run & Inline Skate Race and much more. Thank you to our 2009 Sponsors for helping make last year's festival a great success.



Columbia Homecoming Festival  
P.O. Box 428  
Columbia Station, Ohio 44028  
[www.columbiahomecoming.com](http://www.columbiahomecoming.com)



## FESTIVAL SPONSORSHIP OPPORTUNITIES



## COLUMBIA HOMECOMING FESTIVAL

BRINGING FRIENDS AND COMMUNITY TOGETHER

*June 25, 26, & 27, 2010*

Columbia Township Park  
State Route 82 and West River Road,  
25540 Royalton Rd.  
Columbia Station, Ohio 44028  
Phone: 440-236-9053  
Fax: 440-236-9053

[info@columbiahomecoming.com](mailto:info@columbiahomecoming.com)

[www.columbiahomecoming.com](http://www.columbiahomecoming.com)



# Thank you for attending

**Visit us at:**

[www.columbiahomecoming.com](http://www.columbiahomecoming.com)

[www.columbiastation.com](http://www.columbiastation.com)

[www.columbiaengineshow.com](http://www.columbiaengineshow.com)

[www.misslibertypageant.com](http://www.misslibertypageant.com)

**Email us at:**

[Info@columbiastation.com](mailto:Info@columbiastation.com)