



## 5<sup>th</sup> Element Music Presents: Paradiso & Rasamayi Formula for Promotional Success

***Congratulations on booking with 5<sup>th</sup> Element Music's Paradiso & Rasamayi. We are excited to co-create the most magnetic event possible with you. As professional performing & Touring artists our intention is to always provide the highest experience from exploration to each event. Whether you are a new or experienced event promoter we have identified some essential and best-practices for a successful co-promotion.***

***Ronn McLane, 5<sup>th</sup> Element Music's Public Relations and Marketing manager is always happy to provide any assistance. Contact him at 913-428-5482 or [PR@5thelementmusic.com](mailto:PR@5thelementmusic.com).***

***We look forward to wonderful event together.***

### **1. Online Event Listing at [www.paradisoandrasamayi.com](http://www.paradisoandrasamayi.com)**

Each event on our tour is listed on our website with full descriptions, times, information with **online pre-purchase and registration enabled**. Each event has a unique URL that should be utilized in promotion for quick access and booking for attendees. Cutoff for online registration is Midnight (CST) the night before the event. Day-of ticket sales are the responsibility of the host venue. On-site advanced purchase ticket sales are encouraged at your location in addition to online sales via our website.

### **2. Event Creation for Facebook**

The tour will create a Facebook event page within the main Paradiso & Rasamayi Facebook page. Please do not create a new fan or follower page solely for the event, we only create event pages for the individual events. Your venue will be invited, via Facebook, to Co-Host this event. Please check your page inbox to accept this invitation to co-host. This is an event best-practice rather than having multiple event listings that may be confusing for interested parties.

### **3. Facebook Event Interaction**

It will be important for the hosts to interact with the Facebook Event through posted comments, shares and photos leading up to the event. As a best practice the posts in the three weeks leading up to your event are the most important with those within the final week to be the most magnetic. As a rule, those posts that include video are the most viewed, liked and shared.

### **4. Venue Promotion**

It is imperative that you promote this event to your existing audience on your website, newsletters and flyer distribution onsite at your facility in retail, information and promotional areas where there is higher foot-traffic.

### **5. Flyer Distribution**

The host will want to gather a group of volunteers to assist with posting flyers at all possible public places, including schools, libraries, grocery stores, coffee houses, restaurants, mediation or dharma centers, yoga centers acupuncturists office, massage therapy office & all community bulletin boards to name some examples.



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### 6. Event Listings/Community Calendars

One of the first items tasks, regarding promotion, would be listing the event into all the appropriate local online and in print event listings/calendars.

### 7. Promotional Photos, Videos, Bio & Information

The approved tour promotional materials can all be found at [www.paradisoandrasamayi.com/press-kit](http://www.paradisoandrasamayi.com/press-kit)

### 8. Press

The tour is able to assist the host with local event press campaigns. You can reach Ronn McLane, the Tour's PR Manager, at [pr@5thelementmusic.com](mailto:pr@5thelementmusic.com) or at **913-428-5482**. Ronn can assist with coordination and content of interviews appearances. Our Electronic Press Kit can be found at [www.paradisoandrasamayi.com/press-kit](http://www.paradisoandrasamayi.com/press-kit) These are approved photos and information regarding Paradiso and Rasamayi for distribution to local Radio, Television, and News Media outlets.

### 9. Service Announcements & Onsite Pre-sales

The venue should include announcements during service times, classes etc regarding the upcoming event ideally you should plan to have an information table after your larger weekly and monthly events to capture ticket sales. These sales are most effective in the two weeks prior to the event.

### 10. Public Flyer Handouts

The host will want to gather a group of volunteers to assist with posting flyers at all possible public places, including schools, libraries, grocery stores, coffee houses, restaurants, mediation or dharma centers, yoga centers, acupuncturists, massage therapy office & all community bulletin boards to name some examples.

### 11. Partnership & Paid Advertising

In monitoring event pre-sales we often identify events that have an increased opportunity to magnetize attendance by placing Facebook advertising around the event listing. We will then give you the opportunity to partner in this targeted advertising to fully maximize the attendance for this event.

**\*\*\*Note that a typical event booking window is 7-14 days prior to an event. The higher your pre-event ticket sales before that date the better outcome of overall attendance.\*\*\***

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