



## ETC Marketing Support Checklist

**Event:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Organization:** \_\_\_\_\_

**SEASON BROCHURE(s):**

Does your organization send out regular mailings in which the BNW can be included?

- When are the deadline(s)?
- What are your ad specs?

**EMAIL BLAST(s):**

Does your organization send out regular e-blasts in which the BNW can be included?

- Approximately how many names do you have in your database?
- Approximately how many times will we be included in the main body of the e-blast?
- Is your organization able to add our logo as a sponsor to all e-blasts for one year?
- Is your organization able to grant us access to your email list?

**PHYSICAL MAILING LIST(s):**

Does your organization have a physical mailing list to which we will be granted access?

- Approximately how many names are on this list?



**POSTER/HANDBILL DISTRIBUTION:**

Does your organization do any poster/handbill distributing around town?

- If so, are you able to distribute BNW posters/handbills?

**FACEBOOK/SOCIAL NETWORKING:**

Does your organization have a Facebook page (or other social media pages) that they actively use?

- If so, do you have a sponsors page?
- Is the BNW able to design one or more custom message(s) to be sent to your social media followers?

**ORGANIZATION WEBSITE:**

Does your organization actively maintain a website?

- If so, do you have a sponsors page?
- Is your organization able to add a header or other ad for the BNW to your site?

**OTHER(s):**

Does your organization use any other mainstream or grassroots marketing methods through which you would be able to promote the BNW?