**Peninsulaires Marketing Report**

**May, 2012**

By Nigel Endersby

**Marketing Expenses**

- 275 Programs for the spring show on Sunday including postage roughly $450.00

 This 8-page program included color pictures - added to the expense

- the Singer’s Clinic mailing to 207 ministers / choir directors in incl. postage $327.22

 churches, this price included the Singer’s Clinic handouts we gave

 to the chorus guys to distribute ($30).

**Spring Concert**

**A. Potential Locations**

* University Club of Palo Alto will be too expensive. They will not allow outside catering companies to provide food. If they provide the meal it would likely cost $30 + per person which would include the room rental.
* Foothills Swim and Racquet Club in Palo Alto has room for only 100 people
* Fremont Hills Country Club – no response yet.

My objective now is to discover if we can find something nicer than our last fall concert

location, but less expensive than the local country clubs and swim and tennis clubs.

**B. Food Budget**

A few months ago I reported that the budget for food only was roughly $11 per person through Prolific Oven. I will also be getting quotes from Pasta Market and Chipotle. Any other suggestions for an affordable, catered meal would be appreciated.

**Ticket Prices for Chorus Shows**

Steve Sammonds mentioned in an e-mail note to me this week that we should consider providing different prices for tickets for each concert i.e. $30 + for the front several rows or center seats, lower prices for youth tickets (below $25) and regular admission for everyone else. I like this idea.

**What Pricing Model Should We Consider for the Spring Show?**

My thoughts: Children 5 and under $5, youth / student ticket (including college students) $15,

regular admission $25, front rows $28 - $30. Your thoughts? What do other Barbershop Chorus’s charge for their events?