PAMV March 2014 Marketing Report

By Nigel Endersby, Marketing VP

Marketing for Spring Show - April 27th

1.  Flyers were mailed out to a list of over 600 people that have bought Peninsulaires' show tickets or singing Valentines during the past 3 years. Thank you Terry Moore for delivering the bulk mail flyers.

2.  Flyers were also also mailed to the Choral / Music Directors of the Santa Clara county high schools and other performing groups. Just under 50 different schools and performing groups were on the list. Thank you Bert Lawrence for creating the list.

3.  A press release was sent to Santa Clara county newspapers.

The spring show program will provide more income than our spring show program for 2013.  Dave K will provide an update at the board meeting for the total revenue to date for the ads and from sponsors.

Nigel Endersby