**PAMV Chapter – August Marketing Report**

**September 6, 2014 Board Meeting**

**Nigel Endersby**

Created three types of flyers for our November 15, 2014 Cabaret:

**a. Retirement Home Flyer**

Paul Goldstein is heading up our retirement community marketing efforts to invite them to Cabaret. I provided him with 50 flyers on Thursday night. These flyers were on a nice quality, glossy paper.

Ice Cream Social:

$15 per ticket

$10 per ticket for orders of 10 or more

Dinner show:

$25 per ticket

$20 per ticket for orders of 10 or more

**b. Standard 8½” x 11” Flyer for the General Public**

Made and handed out on Thursday night over 100 flyers on standard copier quality paper for the chorus members to distribute that offered a $5 per ticket discount for a youth ticket.

Ice Cream Social:

$15 per ticket

$10 per ticket youth (6 – 12)

Under 6 - free

Dinner show:

$25 per ticket

No youth pricing for dinner show

**c. Poster 8½” x 14” Flyer with Tear-off Tabs**

Made and handed out on Thursday night over 100 poster-sized flyers on standard copier quality paper for the chorus members to distribute with tear off tabs that offered a $5 per ticket discount for a youth ticket. The tear-off portion had the ticket order numbers for phone and email orders.

The pricing was the same as shown on the Standard 8½ x 11” flyer as outlined above.

Total flyer cost - $30.

**Business Cards**

Business cards proofs will be sent to any board members interested in blank cards or cards with their names on them prior to rehearsal next Thursday. I would like some discussion about a budget for business cards. How many people should the Peninsulaires’ underwrite for their business cards to be personalized? Who are these people? For $200 we could get 8 personalized cards and 75 cards per person.