

RATES AND PACKAGES 2010

OPTION 1. TARGETED PACKAGE - Fee: \$1,800

- Meet with you to strategize story ideas;
- Review and comment on photos;
- Write and edit one master press release and calendar listing;
- Tailor the e-release to niche media outlets (example-specifying regional or ethnic connections);
- Distribute the release to a targeted list of media outlets in print, TV, radio, internet;
- Post your show on major online calendars and list-servs; provide you with a list of additional sites on which to post the event;
- Follow-up campaign: Create a spreadsheet of media contacts for the client (spreadsheet contains notes on the pitch and relevant contact information). Using this information, the client will make the calls for the follow-up campaign.
- Pass any inquiries from the press to the client to be handled in-house.
- NEQA/Communications will be available for the duration of the campaign to answer client questions.

Note: the client provides: a selection of high-res jpegs, hard copy press kits, 8 DVDs and CDs (as needed)

OPTION 2. FULL SERVICE PUBLIC RELATIONS PACKAGE (tailored from the menu of items below)

Fee: \$2,800 - \$10,000 for one show (Festivals and Full Seasons price upon request)

Public Relations Campaign

- Meet with you to strategize compelling story angles for your event;
- Write and edit one press release and calendar listing (transfer to e-release and pdf formats);
- Write and edit Public Service Announcement and/or Ticket Giveaway;
- Work with you to develop story ideas, make the best effort to place advance feature articles, and solicit reviews;
- Distribute promotional materials to critics, editors, calendars in print publications, TV, radio and internet media;
- Post the show on major online calendars and list-servs;
- Cultivate the press with written critic invitations and follow-up phone calls;
- Cultivate culturally-specific press (as appropriate for the campaign);
- Write and distribute Media Alert close to the show (as needed);
- Network with VIP Press during the show;
- Meet TV crews onsite or meet clients at TV stations (pending our availability);
- Deliverable after the show closes: provide you with hard-copies of articles and a disc with links to articles, podcasts, and materials from your campaign.

Note: Client provides DVDs; CDs; and all hard copy materials for the PR campaign.

Marketing Support

- Strategic Planning: facilitate a meeting with company stakeholders to design a strategic marketing campaign;
- Ad buys: research rates, design an advertising campaign that matches the clients budget, audience demographics and marketing goals; copy write ads; place ad(s) with Bay Area media; work with designers; and proof copy.
- Sponsorship: research appropriate sponsorships; negotiate details and work with client to close the deal.
- Arrange poster distribution service.
- Strategic Marketing Consultation in brand management and audience development.

Online Marketing

- Social Marketing: Work with you to create a meaningful online presence for your organization - from copy editing and writing to design and implementation of online campaigns. Research appropriate online outlets for the show; provide you with a guide of recommended places and for you to approach in your own voice. Or write content for your e-alerts to your core audience.
- Development of web content; write new copy, design a site map, and/or work with your web designer to revise the web design;
- Review and comment on your website design, navigation, and copy.
- Provide your web designer with photos, pdfs of the press release and formatted bios, artist statement, and other written content for the online press room.

OPTION 3. Hourly Consultation and Coaching Services (\$100 per hour)