

# Advertising Planning Sheet

Name of Event: \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

Ticket Price (W/ Student ID, General Admission, etc.): \_\_\_\_\_

Purpose/Mission/Description of event: \_\_\_\_\_

Main Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Any Co-Sponsoring Groups \_\_\_\_\_

Do you have people who will help with posting and distribution? \_\_\_\_\_

## Printed Material *(Please specify how many you need or estimate)*

Posters/Flyers: \_\_\_\_\_

Quarter Sheets: \_\_\_\_\_

Banners/Lawn Signs: \_\_\_\_\_

Chalking or other: \_\_\_\_\_

## Digital Social Media Material and Posting *(Please specify what platform you would like to use)*

Twitter \_\_\_\_\_ Facebook \_\_\_\_\_ Instagram \_\_\_\_\_ Other \_\_\_\_\_

Specs/Details- *(Any specific idea or look/color scheme for material or any information you want to include. Ex. Sponsors, dress code, etc.)* \_\_\_\_\_

**Don't Forget:** Media Sign Request [usgmedia@buffalostate.edu], college website calendar, tabling in the Union, and announcements at other events you are sponsoring.

**Note:** *The sooner your plan starts before the event the more time your efforts will have to attract attention. Consider two weeks a minimum – plan ahead!*