

Publicity and Marketing

1. Distribute yard signs to those who have ordered them.
2. Print out/make copies of flyers.
3. Post flyers at at least 15 businesses near the venue the week tickets go on sale.
Examples:
 - HEB
 - Library bulletin boards
 - Coffee shops
 - Toy stores
 - Restaurants
 - Daycares/schools
 - Nursing homes
 - Local small businesses
4. Set up at least 30 promotional yard signs.
5. Set up yard signs outside SOPA buildings.
6. Meet with Assisted Living activity directors, scout or church groups, school groups, etc. about group outings to see the show (group discounts available).
7. Post on social media every 3-5 days throughout the show season. Coordinate with the Photography team for photos.
8. Develop hashtag campaigns and incentives or contests for actors to post to their social media.
9. See about advertising in newspapers, circulars, radio, podcasts, Facebook ads, etc.
10. Commit to driving with SOPA magnets on your car as advertisement, and find 5 people willing to do the same.
11. Be creative in ways to reach the most people. Try to form a network of people willing to promote the show.

The Publicity and Marketing Team knows how to bring the crowds! Members of this team help generate excitement and spread the word about upcoming shows. This is a good team for those who are infectiously positive, can charm the pants off a statue, enjoy and are adept at using social media, and don't have availability to be at SOPA to work. Click [here](#) for more information.

Publicity and Marketing Team Responsibilities

- Distribute yard signs to those who have ordered them.
- Print out, make copies, and distribute promotional flyers.
- Set up at least 30 promotional yard signs.
- Set up yard signs outside SOPA buildings.
- Meet with Assisted Living activity directors, scout or church groups, school groups, etc. about group outings to see the show (group discounts available).
- Post on social media every 3-5 days throughout the show season. Coordinate with the Photography team for photos.
- Develop hashtag campaigns and incentives or contests for actors to post to their social media.
- Find and utilize free or low-cost advertising options.
- Commit to driving with SOPA magnets on your car as advertisement.
- Form a network of community members and businesses willing to promote the show.

Directors of this team work closely with the Executive Artistic Director and Show Director to organize and facilitate volunteer work through the Leads. Leads of this team build and lead a team to accomplish the above tasks. Both roles will require more than the mandatory 20 volunteer hours. Consequently, Directors and Leads will receive:

- **An automatic Perks Points Package**
- **A show poster for each show under your direction (2-3 per season)**
- **An invitation to the Director's Lunch**
- **Extra recognition**

We require commitment to the whole season *per level*. That means that you will be in charge of either Elevate, Main Stage, or Main Stage Plus productions. You do not need to have children in the productions to serve in this capacity. Click [here](#) if you're interested in being a Director or Lead for this team.