

Focus Grant Performance Promotion

There are many ways to promote your performance or event, but the following are the minimum requirements for Focus Grants. Each project is different, so talk with your advisor, budget for promotion expenses, and check with Letitia Kenemer if you have funding questions.

The date, time and location of your event should be confirmed two months in advance.

GENERAL PROMOTION INFORMATION

The following information is due 4-6 weeks before the event via e-mail.

Due Date:

- Day, date, time, and location of your performance
- Title of your performance
- Student(s) involved in the production
- A photo of you or your performance
- A one-sentence summary of your performance
- A one-paragraph summary of your performance
- A 30 second video for social media (please upload this last one to your CyBox)

PROMOTIONAL MATERIALS

Posters

- Full color, 8.5" x 11" or 11" x 17" depending on budget
- MU flyer distribution needs 240 copies
- Students can design or MU Graphics can design given enough lead time. MU Graphics requires 1-2 weeks of design time for the first proof.
- Poster designs must be approved by Letitia Kenemer before printing. If not, the printing costs may be charged back to the student's U-Bill.

Posters must include the following:

- Title of your performance
- Day, date, time, and location of your performance
- A summary/description of the event
- Focus Logo

Other information can be included but the above items are required.

Distribution Date (minimum 2 weeks before event)

Due Date:

Information to MU Graphics (if using) due 6 weeks before distribution

Due Date:

First Proof Due 4 weeks before distribution

Due Date:

Printed Programs

If you need a printed program at your event, the same information required for the poster must be included in this publication.

Press Release

Tips here: <https://www.indeed.com/hire/c/info/examples-of-a-press-release?hl=en&co=US>

Press releases are due 3 weeks before the event and may be e-mailed to Letitia Kenemer who will send it to our central Iowa media list.

Due Date:

Additional Promotional Items

- A PNG of the poster will be created for students to send to their friends and family. It would be a good idea to e-mail the Focus Grant committee members directly. The list of members is on the website.
- A digital image will be created and displayed on the screens in the Memorial Union leading up to the event.
- The MU may post on Instagram or other social media