

# Event Promotion Request



This must be turned in for staff approval no later than **8 weeks prior** to the event. After you fill out this promotion request, we will contact you to go over any details we need to fulfill your request. **All media outlets may not be available for your request.** Some media will be charged to your budget. All requests will need approval. Printed forms must be **TURNED IN TO AMY FRAZIER.**

**To have your event put on the calendar,** a calendar request form must be filled out and turned in to [michaelp@firstsouthern.tv](mailto:michaelp@firstsouthern.tv) to receive approval. Our Calendar Request Form can be found [here](#).

## Your Information:

Name:

Email:

Phone Number:

## About your Event:

What is the title of your event?

What ministry will your event fall under?

Deadline for Registration for your event:

Event Date: \_\_\_\_\_

Event time: \_\_\_\_\_

Event Location:

What is the description/focus of your event? Please provide as many details as possible, this will go in the Ministry Guide.

If you have a graphic for this event, please email it to: [cara@firstsouthern.tv](mailto:cara@firstsouthern.tv)

G/L Code for expenses? \_\_\_\_\_

**Media Timeline (If your event has a registration deadline, please start the timeline from that date, if not, use your Event Date.)**

**Please check any of the outlets you'd like to use for you event, though not every one may be available.**

8 Weeks out: \_\_\_\_\_(date)

- Have a graphic designed. Please note, all information must be provided before this step can be made.

6 Weeks out: \_\_\_\_\_(date)

- Run graphic ad on our TV's and Widescreen
- Run graphic ad on the First Southern Facebook/Instagram (Please note, not all events will run on social media 6 weeks out.)
- Add the event to our Website (Events with registration will have their own promotion on our Events page, however ALL events are on our calendar on the events page.)

4 Weeks out: \_\_\_\_\_(date)

- Add your event to the Ministry Guide
- Mass email sent out
- Banner out front (\$170)
- Boost your event ad on Facebook/Instagram (\$100+/-)
- Mail outs (\$300+/-)
- Provide fliers for Connection Group boxes and posters to place around campus

2 Weeks out: \_\_\_\_\_(date)

- Announce on weekly Announcement Video
- Run reminder on Social Media

1 Week out: \_\_\_\_\_(date)

- Announce from the pulpit following Worship Service

Questions and comments

Approved by: \_\_\_\_\_