



## The Continuo Arts Foundation Marketing & Calendar Plan

The **Minuetto Music Festival** marketing plan reaches a broad base of local communities in the Tri-State Area in addition to a significant number of practicing Choral Directors, Music Programs, Artists and Patrons from around the world.

Through print, electronic, social, radio and television media, festival artists and participants enjoy career enhancing exposure while sponsors take advantage of a wide variety of unique branding opportunities that reach an exclusive “tastemaker” audience not only at the events, but also through the publicity and online marketing that proceed and follow.

### The Program

- Combined Symphonic Chorus of local singers from across New Jersey & Tri-State Area
- The Minuetto Chamber Orchestra
- The Milton Cross Young Artist Program & Showcase Concert
- Canadian sensation DESTINO in concert
- Festival Finale Concert with chorus, orchestra & soloists featuring:
  - Opera scenes & choruses
  - Vaughn Williams’ “Dona Nobis Pacem”
  - Young Artist Finalists
  - Conductors Candace Wicke & Beverley Coulter

\*Program selections and artists are subject to change

### Marketing & Calendar Plans

- Sponsors finalized 12 – 6 months prior
- Partner of “Discover Summit Arts”
  - Festival concerts featured and advertised as part of “Discover Summit Arts”
- Milton Cross Young Artist applications published January 2013
  - Due April 2013
  - Facebook Event Launched
  - Website – ongoing
  - Youtube Trailer
- Press, Conventions & Media
  - January – Young Artist Competition national release

- Website Applications
- Google Ad Words Campaign One
- Link and listing on International Festival Sites
- February – Symphonic Choir Auditions
  - Festival Concerts Announced
  - Second round press releases
- March – National Conference; American Choral Directors Association
  - 17,000 Attendees
  - Minuetto Video Preview
  - Distribution of Materials
- April – Pre-view performances for local arts associations
  - Finalize Festival Chorus Participants
  - Third round press releases
  - Google Ad Words Campaign Two
  - Press Kits Delivered
  - Email Campaign One
- May – Full press release on concert series
  - Local television interviews
  - Print Advertisement Two
  - Friends of Minuetto Festival Fund-Raising Soiree
  - Email Campaign Two
- June – Artist Spotlights - local television broadcasts
  - Symphonic Chorus rehearsals begin
  - Print Advertisement Two
  - Festival June 23 – 29
  - Meet the Artist Reception – Grand Summit Hotel
  - Three Festival Concerts
- July – Post event press releases

### **The Demographic**

- Local residents from Central New Jersey and across the Tri-State Area
- Tourists
- National and International Artists
- Conductors & Directors from numerous organizations nationally & in the Tri-State Area
- Tastemakers, trendsetters
- International & Intergenerational
- Image conscious and brand aware
- Disposable income
- Cultured & sophisticated
- Invited political guests
- Philanthropic
- Patrons of the arts
- College educated & beyond