

2018- Volkswagen presents Warren Miller's "Face of Winter"

The ideal IP is someone who wants to, and can do, the following:

Think long term

Have a plan to increase business year over year

Find the best theatre- cheap rent (8-15% of gross sales is good. shouldn't exceed 20%), has a clean screen, box office to sell tix for you before show day, location is key. A high school/college auditorium works great as long as their rent is affordable. Full scale theatres will be more expensive but might have better advertising/ticketing options.

Set ticket price \$10-20 based on incentives offered at show

Set up a group/discounted rate- ex. 10 or more tix get \$1 off each ticket. Students get in for \$8-10. Likes on your Facebook event get \$1 off.

Provide WME with any online advertising so WME can link on your event website (Facebook event, ticketing site, Twitter feed)

Make partnerships with local businesses

Businesses can advertise for you.

Businesses can help defer costs

Businesses can offer prizes for your attendees- skis, snowboards, goggles, restaurant coupons, etc.

Businesses can sell tickets for you

Make connections with local media outlets

TV

Run commercials/promote show/do interviews with local athletes/cover your event for future event promotion

Radio

Run commercials/promote show on drive time shows

Trade advertising for sponsor table at show, slide show and MC mention.

Newspaper/local magazine

Advertise show/trade ads for exposure at your show. Get on the local paper's calendar of events

Ski resort offers- free lift tickets/hotel-resort stays

Reach out to local schools

Greek councils at colleges- huge marketing potential, great network

A/V clubs- see if they can play the trailer in the school

High school ski teams- co-promoter possibilities

Trade kids free entrance for flyering/facebooking/selling tickets/bringing friends

Reach out to any local group that has a newsletter (ski clubs, P.T.A., YMCA, etc.)

Trade ads/booth space at the show for your ad in their newsletter.

Flyer all over town in popular bar/restaurant scene where people are spending money. Have simple flyer with Picture of skier, Free offers, location, show times, ticket purchasing links.

Make sure to use all promo materials provided by WME.

Acquire and advertise free merch to giveaway at the show.

Always test your DVD/BluRay before the show day. Make sure venue is capable of playing all elements of your show (Powerpoint/DVD/background music/microphone)

Have staff ready and trained before doors open.

Provide a fun experience that helps to kick off winter. Enjoy your event for Volkswagen presents Warren Miller's "Face of Winter".