

Event Plan: *Always Coming Home* Album Release Party

Location: Kiowa County Fairgrounds in Eads, Colorado

Date: March 16, 2018

Time: 8 p.m.

As a musician, my client has certain things that would benefit his brand that are very different from most businesses. After research and talking to other musicians, I believe that one of the best Public Relations tactics will be to host an Album Release Party for Rhett Uhland's first album in the spring of 2018. This event will help publicize his album and create buzz around the music, and by doing so, we expect sales for this album to rise. This event offers the opportunity for fans to get together and celebrate a new album and a live show by a local country music artist.

The release will take place on Friday, March 16, 2018 in Rhett's hometown of Eads, Colorado. Although Eads is in a very rural part of the state and rarely draws large crowds, I have made this choice intentionally. I spoke with another musician from a similar area who hosted a similar event, and together, we decided that hometown support is what matters the most. Rhett grew up in the area, and has made many connections. People know him and have supported him in this journey since it began. Eads has a population of approximately 600, but because of the support throughout the region, I expect anywhere between 500 and 1,000 people to attend this event.

The date of the event was also an intentional choice. March 16, 2018 is a Friday night, and a weekend when most schools in the area will be finishing or starting their Spring Breaks. This means that many college students will be home, and it gives high school students, parents, and many other community members a better chance to attend. The Kiowa County Fairgrounds is also one of the few locations in the region that can support a larger audience. There are also amenities available and that can be brought in for the event, including bathrooms, a concession stand, and a beer garden. Those positions will be awarded to whoever takes them first, and they get to keep their profits.

Rhett will hire a musician and/or band to open for him before he takes the stage to sing each song on his brand-new album, as well as any other original songs he chooses to perform. For the opening act, I am allotting a budget of \$200.

There will be no travel costs since this event takes place in the city where Rhett resides, although there is a \$1,000 fee to use the facility to host the event. Tickets to the event will be sold for \$10 apiece to account for these costs. Merchandise such as CDs, T-shirts, hats, and koozies with Rhett's branding will also be sold at the event.

Marketing will be done primarily on social media including Facebook, Twitter, and Instagram, as well as flyers in the area and radio spots on stations local to southeast Colorado. News releases will be sent out to local stations, and flyers will be posted in local businesses. For marketing and other supplies, I am allotting a \$600 budget. No decorations are needed as this will be an outdoor event. Set up will not cost anything, as Rhett and his family take care of that during shows, and seating will be in the grandstands at the fairgrounds. Gate keeping will be hired out, and for this, I am allotting a \$150 budget. Parking is available on site.

I expect this event to cost approximately \$2,000 to host. If the event goes according to plan, I expect to profit at least \$3,000 not including merchandise and album sales.