

20140604 AtwoodFest Meeting Minutes

June 4 2014, 4:00pm

Cafe Zoma

Attending

Megan, Lance, Allison, Ben, Meghan, Steve, Brad, Donna

Players

In for a \$1500 sponsorship.

Players will go before the ALRC.

Plan to sell Liquor and food from a booth outside similar to Plan B's Brat and Shot.

Will not sell Beer or Wine outside

Requests SASYNA and AtwoodFest support for this outside booth (letter of support)

Additional Sponsors

Vault

Kw2

WORT

WSUM

Max Ink

Max Ink Radio

Half Pint

Ben will deliver list of sponsors and logos

Bands

Band Line up is being finalized

Strategy is to Promote individual bands for greater effect.

Promotion/Media Releases Timeline

Gary Kallas is requesting a full timeline on when promotional and marketing items need to be created/distributed

Brainstormed all media releases

Donna will create GAANT Chart/Time line for media releases

Brad will assist and duplicate this timeline in a Google Calendar.

Add dates to all items below:

Items include but not limited to:

- Ben to provide sponsor list and logos

- Meghan to promote Atwoodfest to Brava

- Donna to send Dimensions of back page ESN ad to Steve

- Full Page AtwoodFest ad from KW2 to ESN (Friday)

- Deadline for High Res logo images to be provided for signs, flyers and banners

- Print T-Shirts

- Request that KW2 come up with press releases for
 - raffle
 - kidsfest
 - music
 - festival overview
- Coordinate with Kw2 for list of publications to send these releases to (Andy mentioned that he would provide a list via email)
- Print BottleCap Tree/AtwoodFest Door Hangers (these will go out earlier) soon
- Gather Volunteers to distribute door hangers/handbills/posters
- Create map to distribute door hangers/handbills/posters
- Print 1/2 or 1/4 sheet flyers/handbill to sit by cash registers
- Event Posters, these will go out early July (with all the logos promised to the sponsors)
- Isthmus ad (2 will be focused on the kids fest, require Liz Lauer logo)
 - 2 on 18th and the 25th
 - Possibly 2 smaller ads on 4th and the 11th
 - Space will need to be reserved the Monday of that week, camera ready material ready to submit by Wednesday
- Separate Flyers for Band Promotions to sell the music by itself
 - success in this type of marketing for film festivals observed
- First week of July, Meghan to spam social media (band of the day for example)
 - Meghan to work with Rokker to gather bio info for Bands
- emails out to List Serves/distribution lists
- Bottlecaps
 - Megan to ask bars to start collecting
 - Allison to get bottle cap info to kids (distribute in backpacks)
 - Steve to send copy from kw2 to Allison and Brad
- Design and Print Banners
- Design Print and distribute Yard signs
- Design and Print Day of event signs
- Volunteers to distribute these

Solidarity Singers

Singing at Noon Saturday and Sunday
 Kick off the festival
 Allison to contact