

### **Event Plan: *Hands of Time* Album Release Party #1 in Amarillo, TX**

Location: Hoots Pub in Amarillo, Texas

Date: August 17, 2019

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 second album in the summer of 2019. 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 Saturday, August 17, 2019 in Amarillo, Texas. Rhett currently resides in Canyon, Texas – just a few minutes outside of Amarillo – and frequently plays in venues in the Amarillo area. This area is an ideal market for Rhett's music, and a launch party is a great way to introduce the new album to this audience. The event will take place at Hoots Pub. Hoots is a venue large enough to host a few hundred people and well-known in the Texas music industry. At the venue, amenities are already provided. Hoots offers a full bar, food, and has a stage with lighting and power for Rhett and his band.

The date of the event was also an intentional choice. August 17, 2019 is a Saturday night, and many college students will be back in Canyon and Amarillo after their summer vacations. It is towards the beginning of the school year for all students, giving high school students, college students, parents, and other community members a chance to attend. Over the last couple of years, Rhett has made many connections in the Amarillo area and will have ample support for this event.

The manager at Hoots pub will hire a musician and/or band to open for Rhett before he and his own band take the stage to play each song on his brand-new album, as well as any other originals or songs from his previous album that he chooses to perform.

There will be no travel costs since this event takes place where Rhett resides, and Hoots Pub is not charging Rhett to host this event there, as this will be a profitable night for the venue. Merchandise such as CDs, t-shirts, hats, koozies and stickers 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 advertising on Pandora and Spotify. 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 \$700 budget. No decorations are needed as this is in a previously established business. Set up will not cost anything, as Rhett and his family take care of that during shows. Parking is available on-site.

I expect this event to cost approximately \$700 for Rhett Uhland to host. If the event goes according to plan, I expect to profit at least \$2,000. This money will come from the payment from Hoots Pub and merchandise and album sales.

## **Event Plan: *Hands of Time* Album Release Party #2 in Eads, CO**

Location: Kiowa County Fairgrounds in Eads, Colorado

Date: August 24, 2019

Time: 8 p.m.

As I explained in the previous event plan, I believe that an album release party is a great public relations tactic for my client. I chose to do two separate parties in Rhett's top two market locations. The first event was in a relatively untapped market with high potential. This second event will be back in Rhett's hometown and a familiar region. 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, hometown, country music artist.

The release will take place on Saturday, August 24, 2019 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. August 24, 2019 is a Saturday night, and a weekend when most schools in the area will be finishing the second week of school. It gives high school students, parents, and many other community members a better chance to attend, and many college students may be in the area. 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 minimal travel costs since Rhett grew up in Eads and his family currently resides there. For fuel, I am allotting a budget of \$100. 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.