



**VULCAN
AFTERTUNES**

**FALL CONCERT
SERIES**

2019

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TABLE OF CONTENTS

Page 1 | Background

Page 2 | Target Audience

Page 3 | Target Audience

Page 4 | Traditional Communications

Page 5 | Digital Communications

Page 6 | Relationship Building

Page 7 | Timeline

Page 8 | Timeline

Page 9 | Budget

BACKGROUND



Vulcan AfterTunes is an annual event that brings individuals and families in the Greater Birmingham area together for music, brews, food, and fun on a Sunday afternoon. This yearly event provides Vulcan Park & Museum with an opportunity to engage with the community, increase awareness of its unique offerings and cultivate relationships with attendees in the form of return visits and park memberships.

Vulcan AfterTunes will celebrate its 15th year and is presented by Vulcan Painters Inc. This event provides a unique offering to families and single millennials with its Kids Zone attraction and nostalgic, social atmosphere that provides a relaxing experience right before the busy work week begins. Vulcan AfterTunes also provides Vulcan Park and Museum with the opportunity to be recognized for hosting the go-to annual event of the fall season. It also provides Vulcan Park & Museum with a chance to engage with the community, increase awareness of its unique offerings and cultivate relationships with attendees in the form of return visits and park memberships.

TARGET AUDIENCE

Target Audience

Vulcan AfterTunes' target market includes three main audiences; single working millennials, families with pre-school to grade-school aged children, and college students with an interest rock and alternative/indie music.

The Single Working Millennial

The Single Working Millennial falls between the ages of 24-years-old and 29-years-old. They work in the Greater Birmingham area and do not have children. They typically spend their time outside of work engaging in social activities, like Vulcan AfterTunes, to destress from a busy work week/day. Some unique selling points of Vulcan AfterTunes that appeal to this demographic includes local brews, the relaxing atmosphere and views, and local eateries/food trucks. This demographic typically receives information about upcoming events through social media, bulletins at work and e-newsletters such as *Bham Now*, *Style Blueprint*, and *What's Happening in Birmingham*.

The Birmingham Family

The Birmingham Family similar to the Single Working Millennial audience in terms of age and occupation. The characteristic that sets them apart is that they are parents. As a result, accommodations for children dictates this audience's social activities, and one of the best ways to promote an event to them is through their children. Vulcan AfterTunes falls at a convenient time in the year, right after the summer vacation months when hundreds of children can be expected to visit Vulcan Park and Museum for summer camp field trips—this is a perfect opportunity to send promotional material home to keep Vulcan Park and Museum events fresh on their minds. This audience also receives information regarding community events through community-focused publications such as the *Over the Mountain Journal*, social media, and traditional news outlets such as morning radio and television shows.

TARGET AUDIENCE

The College Student

The college Student attends a college or university in the Greater Birmingham area—UAB, Birmingham Southern, Montevallo University, or Samford University. This demographic falls between the ages of 19-23. They also would have an interest in rock or alternative/indie music—or are open to discovering more about it for the sake of socializing. It's not rare for members of this audience to be searching for a "Sunday Funday" hangout or activity to engage in before a busy week of class such as Vulcan AfterTunes. This demographic typically receives information about events through social media, word of mouth and school publications (Kaleidoscope, Samford News, etc.)

GOAL1: INCREASE ATTENDANCE OF VULCAN AFTERTUNES 2019 FALL CONCERT SERIES.

OBJECTIVE

Increase overall tickets sales for the concert series by 5% of the previous year's total tickets sold by October 21, 2019.

STRATEGY 1

Develop a traditional communication plan to promote the concert series in various print publications, television and radio news outlets, and promotional items.

TACTICS

Pitch information about Vulcan AfterTunes to various news outlets specific to the Birmingham, AL area. (i.e. *B-Metro Birmingham Magazine, Birmingham Times, Over the Mountain journal, Homewood Stat, Birmingham Parent Magazine, Birmingham Business Journal*)

Design a printed promotional piece (refrigerator magnet, flyer, poster) to be distributed to visiting groups during the summer. This marketing piece should include information about Vulcan Park and Museums' upcoming events with a focus on Vulcan AfterTunes and its unique value points for families.

Arrange interviews with performers or a representative from Vulcan Park and Museum and local rock or alternative/indie radio station or local television news shows.

GOAL1: INCREASE ATTENDANCE OF VULCAN AFTERTUNES 2019 FALL CONCERT SERIES.

STRATEGY 2

Develop a digital communication plan to promote the concert series on various social media channels and online blogs/ e-newsletters.

TACTICS

Plan and schedule engaging social media posts that showcase the talent of the various artists and the unique selling points of the event. These posts should be boosted to target users that fit into the Vulcan AfterTunes demographics. Food trucks, vendors and other partners should be tagged/mentioned appropriately to increase reach to their fans or followers.

Pitch information about Vulcan AfterTunes to various online news sources specific to the Birmingham, AL area. (i.e. *Bham Now*, *StyleBlueprint*, *AL.com*, etc.).

Pitch information about Vulcan AfterTunes to various college newsletters specific to the Birmingham, AL area. (i.e. *UAB Kaleidoscope*, *Samford University News*, etc.).

Plan fun, random appearances of the Vulcan mascot at various community activities and gathering spots to generate organic online conversation about Vulcan Park and Museum in the form of user photos and videos of the appearance.

GOAL 2: CULTIVATE STRONGER RELATIONSHIPS WITH VULCAN AFTERTUNES ATTENDEES

OBJECTIVES

Increase Vulcan Park and Museum newsletter subscribers by 10% of the current amount by October 21, 2019.

Increase Vulcan Park and Museum memberships by 5% of the current amount by October 21, 2019.

STRATEGY 1

Implement a mix of digital and traditional communication strategies to promote Vulcan Park and Museum events, initiatives, and benefits of becoming a park member to individuals who are interested in or attend Vulcan AfterTunes.

TACTICS

Host social media competitions for free tickets to Vulcan AfterTunes that required users to follow and share Vulcan Park and Museum's various social media accounts with their followers.

Provide an option to subscribe to Vulcan Park and Museum's newsletter and/or become a Vulcan Park and Museum member at the ticket point of purchase.

Provide information about park membership at each of the concerts. Also provide a method and incentive for AfterTunes attendees to register for park membership at each of the concerts.

TIMELINE

3 MONTHS PRIOR (JUNE)

- Finalize acts
- Begin designing graphics
- Create ticket pricing in Versai & Eventbrite
- Reserve advertising space (City of Mountain Brook)
- Secure beer and wine donations from Alabev and Piggly Wiggly
- Book food trucks & vendors
- Confirm media sponsors (television, radio, print)
- Identify areas around the city to tag with the VAT symbol and begin permit request process
- Coordinate with media sponsors stations to schedule interviews with artist

2 MONTHS PRIOR (JULY)

- Create Facebook event page, publish event on Eventbrite
- Send first press release
- Post concert series details to community calendars
- Finalize graphics and marketing material
- Order print marketing material
- Hire someone to deliver/hang print marketing material (
- Coordinate giveaways (local radio stations, blogs, club/organizations and create prize packets

1 MONTHS PRIOR (AUGUST)

- Make updates to flow of show
- Confirm B&B bartenders with Visitor Experience Director
- Give Development Dept. complimentary tickets to deliver to corporate sponsors
- Print corporate sponsor banner and other necessary signage
- Submit volunteer request to Volunteer Coordinator
- Create internal event schedule for staff/volunteer assignments

TIMELINE



2 WEEKS PRIOR

- Make a list of all supplies need for event, purchase any missing items (zip ties, lamination for signage, etc.)
- Get all needed directional signage from the tower
- Create a survey to distribute at or after the event
- Send final press release

1 WEEK PRIOR

- Send flow of show to staff and volunteers
- Plan stage announcements
- Pick up supplies requested by artists

FRIDAY BEFORE

- Charge iPads
- Set our all event supplies
- Remind staff and volunteers of assignments, arrival times, etc.

DAY OF EVENT

- Post photos and share on social media throughout the day
- set aside bottled water for staff and volunteers
- Put out all signage
- set up admissions area
- Coordinate venore, volunteers, staffe and deliveries

AFTER EVENT

- Evaluate attendance, admissions and flow of show.
- sponsor followup packet in coordination with Development Dept.
- Send thank you notes to all participating sponsor and vendors

BUDGET

Print Advertising

- The Birmingham Time 1/4 page ad: \$361.00
- Over The Mountain Journal 1/2 page ad in Sept. and Oct. issue:
- Birmingham Southern Bhagrea student magazine: \$0
- Banner hung at Mountain Brook Triangle: \$40.00
- Digital Billboards: \$350.00
- Trussville Neighbors: \$342.00

Digital Advertising

- Digital Billboards: \$1,300.00
- UAB Green Mail: \$0
- The Samford Crimson: \$0
- Starnes Media E-newsletters (four ad runs in 2(80 Today, Village Update, Homewood Happening, Hoover Happening, Vestavia Today and Iron Ink : \$800.00

Radio and Television Advertising

- Birmingham Mountain Radio 15-sec ads, ticket giveaway and interview with Logan Ledger - \$1,500.00
- The Play 106.9: 15-sec ads, ticket giveaways - \$1,500.00
- The V 94.9: 15-sec ads, Eric Essix interview and ticket giveaways - \$1,000.00
- ABC3340 digital promotions on Sinclair Broadcasting Group websites: \$0 (in-kind sponsorship)

Promotional Items: 2,000

- Posters: \$265.00
- 5 x 7 Flyers: \$192.00
- Coasters: \$340.83
- Coffee Sleeves: 370.45
- Vinyl banners: \$130.00