

# ONCE UPON A MATTRESS MARKETING CONTEST

## PACK THE HOUSE! THE E!

### EARN POINTS FOR YOUR CHANCE TO WIN A PRIZE:

- **HANG A SHOW POSTER AT A BUSINESS: 3 POINTS**

To get credit, obtain a business card with a signature from an employee. Put your name on it and place it in the Marketing Contest jar in the lobby.

- **SEND A PHOTO WITH A BUSINESS: 1 POINT**

Take a photo of yourself along with an employee and the poster hung at the business. Send a picture to [marketing@getintotheact.org](mailto:marketing@getintotheact.org) telling who is in the picture and the business name.

- **VEHICLE ADVERTISING: 5 POINTS**

Send a picture to [marketing@getintotheact.org](mailto:marketing@getintotheact.org) of yourself with your decorated car windows that include the show name, dates, and The ACT website.

- **SEND INVITATIONS: 1 POINT PER DAY**

Utilize social media and digital communication to invite people to performances. To get credit, send one screenshot of one of your invites per day to [marketing@getintotheact.org](mailto:marketing@getintotheact.org) by the last Saturday show. Invites include but are not limited to: Facebook, Instagram, Snapchat, YouTube, Twitter, emails, etc.

- **PROGRAM ADS: 10 POINTS**

You can sell program ads to businesses. Business ads can be ordered with the enclosed materials, or businesses can purchase ads on our website. To get credit, send an email to [asenter@getintotheact.org](mailto:asenter@getintotheact.org) with the name of the business to which you sold an ad.

### MARKETING PACKETS:

Marketing packets are available at the lobby table or ACT store and include the following:

- Posters (additional posters available in lobby or on our website)
- Program Ad Forms (ads can also be purchased on our website)

### PRIZES:

- Everyone WINS! Each point earns \$2 worth of Star/Raffle Money. You will receive them on opening night when you request them at the raffle table.
- Those who accumulate the most points will win 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> place prizes to be awarded at the cast party.
- You win either way and can win both ways!

