

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



Event Overview:

Date(s)/Time(s):	Friday, October 7, 2011 – 10:30am (school show) & 7pm (opening night) Saturday, October 8, 2011 – 10:30am & 2pm Sunday, October 9, 2011 – 1pm & 4:30pm
Venue:	Ted Constant Convocation Center, Norfolk, VA
Ticket Prices:	\$63, \$33, \$21, \$15, \$12 (excludes facility fee)
Discounts:	Opening Night – all tickets \$12 (excludes top 2 price levels) \$3 – groups of 10 or more \$3 – grassroots/facebook \$5 – military
Marketing Budget:	\$22,000
Goal:	\$122,000
Pre Sale	April 28-May 15
On Sale:	May 16 at 10am
Description:	Jenny, an enthusiastic new music teacher, arrives on Sesame Street only to discover that her instruments are missing. Jenny's new Muppet friends quickly come to the rescue and discover 'instruments' they never knew existed...rubber duckies, trash can lids and even cookie jars. Elmo and friends teach children that everyone can make and enjoy beautiful music together

Market Research

Target Audience **Primary:** Women 25-49 with kids 2-5

Last year

Sesame Street "Elmo's Healthy Heroes" - 6 shows		
	Total	Amount
Paid Attendance	6491	\$121,801.00
Comps	1424	\$0.00
Box Office	4512	\$42,307.00
Phones	1863	\$17,265.00
Internet	2947	\$69,186.00

Can we try and keep our comp count down this year

Strengths/Opportunities:

- Show was successful the last appearance in 2010
- Creative is very eye catching. Outdoor and heavy TV schedules should be utilized.
- All weekend engagement
- Opportunity to work with WHRO, local PBS affiliate, and their Kids Club.
- Many opportunities for third party relationships
- Groups show – all seats \$9 for groups of 10 or more (excludes top 2 price levels)

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



- Prices remained flat (with exception of Sunny seats, which increased by \$3)
- Early on sale date

Weaknesses/Threats:

- *Elmo Makes Music* was in the market in 2006 – sold 10,146 tickets for \$165,159 and spent \$28,764 in advertising (7 shows over 4 days)
- Disney on Ice “Dare to Dream” is at the Hampton Coliseum September 28-October 2
- Yo Gabba Gabba is October 19 (2 shows) at Chrysler Hall in Norfolk
- Many family oriented outdoor events are occurring the same time as the Sesame Street engagement
- Decreased marketing budget by \$8,000 and group sales budget by \$200

Advertising/ Media Buying

Marketing Budget: \$22,000

Goals & Objectives:

- We will put together a merchandise and/or food offer to incentivize ticket sales
- We will coordinate a coloring contest with Norfolk Public Libraries
- We will approach additional third parties to be included in the campaign. See details in “Retail Partners” below
 - Farm Fresh (Opening Night discount)
 - AAA (exclusive member discount)
 - Chesapeake Square mall (Kidget Club discount offer)
- We will utilize our partnerships with print publications and radio stations in outlying areas in order to maximize awareness using tickets for trade.
- We will focus on viral marketing and grassroots for this show to maximize exposure
- We will create a grassroots calendar focused on family events to distribute show collateral, etc.
- Capitalize on cross-promotional opportunities between teams, events, and in-house exposure

Timeline:

Pre-sale	April 28-May 15
On-sale	May 16
Groups	
Mailer	Mid-August
Calls	Start mid-August
TV Campaign	
Bonus	ASAP-October 9
Cash	September 26-October 8
Trade	September 19-September 25
Radio Campaign	
Trade	September 26-October 8
Cash	September 12-September 25
Promotions	August 1-October 8
Grassroots	
Events	August and September
Distribution	July and August
PR	
Pitches	Start week of September 12

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



Advertising Campaign

TV

- Last engagement was somewhat TV heavy with 2 broadcast stations (WTKR at \$6400 gross and WVEC at \$6000 gross) as well as cable (Cox at \$3000 gross)
- We will look to run cash 2-3 weeks out from the show with trade running 3-4 weeks out and bonus running from the on-sale until the show date
- **WTKR (CBS) - \$5000 gross/\$1180 trade**
 - “Military Outreach” Promotion (30 spots running 8/8-9/11)
 - On-Air Ticket Giveaways
 - \$1180 in trade
 - Bonus Weight (75 GRPs) (run from 8/8-9/25)
- **WVEC (ABC) - \$5000 gross/\$460 trade**
 - 30% of cash in bonus spots running M-S 5a-12a before labor day weekend (due to political)
 - 3rd party:
 - Pending 3rd Party Sponsor Interest for 3rd Quarter
 - Category: Furniture
 - Target Demo: W25-49
 - Promotional Schedule dates: Sept 2011 – 2 week campaign – Traffic Driving contest
 - 3rd Party will air :15 promos in early news, daytime rotation – Cash Schedule of \$10,000- \$15,000 promotional support – Online and TV promotion
 - Concept: Sponsor a Register to Win a Family Four pack and meet greet at Sesame Street Live – online at WVEC.com and in store Register to win.
 - Prize Pack: Family 4 pack of Tickets and meet and greet
 - Host Performance: Tickets to Friday Night 7pm Performance or Saturday 2pm performance
- **Cox (Cable) - \$2500 gross/\$500 trade**
 - Schedules (Southside Zone):
 - Cash- TLC, Family, Bravo, A&E, Food Network
 - Trade - \$500 on Family and HG-TV
 - Bonus - 20 spots on Hallmark and Lifetime Movie Network
 - Promotions:
 - TV promotion including 100 taggables to run from 8/22-9/4
 - Promotion on Hot Ticket on Cox 11
 - Promotion on Community Calendar on Cox 11
 - Discount offer included in eNewsletter (August '11)
 - Facebook promotion: discount or give-away
 - COX Tix promotional support (through COX Tix contact)
 - Meet and greet and family four pack offer
 - Support promotion with 300+ spots
 - COX will tag spots with promo offer and provide promotional support affidavit after the campaign has been complete

PUBLIC TV/RADIO-

- The local PBS station that carries Sesame Street also has a Kid's Club and are willing to work with us for a discount offer and complimentary tickets/meet and greet. A typical deal with them looks like the following:
 - WHRV to provide- 50 mentions throughout duration of radio drive
 - 1 eblast during the drive with discount code offer
 - Event listing on the Kids Club website with discount offer

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



Global Spectrum- Exclusive discount code for Kids Club members
4 family four pack tickets
On site exposure for sponsored show
Representative from WHRO to welcome sponsored show

- **RADIO- WVKL (Urban AC) - \$1000 gross/\$400 trade**

- On Air - Theresa Brown & Reading and Succeeding with Theresa Ticket Giveaways– Week of Sept. 12th and Sept. 19th A minimum of thirty (30) promotional mentions to promote children going to event from adopted school
- Global Spectrum/VEE Corporation will provide forty (40) vouchers and forty (40) coloring supplies and or books donated to selected school.
- Sesame Street Facebook Fridays (ticket giveaways all day long) – Friday, Sept. 23rd (20 min mentions + 4 min facebook posts) - Look for the Sesame Street Image for the show coming to the Ted Constant Convocation Center and comment to win tickets – there will be a winner chosen in every daypart M-F 6a-12m – 4 winners – 16 tickets (family 4 packs)
- Charles Black M-F 6a-10a Ticket Giveaways – Weeks of September 19th and September 26th A minimum of forty-five (45) promotional mentions.
- Charles Black M-F 6a-10a will giveaway family four packs of tickets to promote Sesame Street Live and the Saturday, October 8th 2pm show (or other date desired by client)
- WVKL Stations will promote the “Cookie Monster Stacker” game at the Children’s Festival on October 1st at Town Point Park *The Cookie Stacker Promotion can be executed on WVKL along with the cash buy.*
 - Children will be allowed to try and stack a dozen cookies in 30 seconds to win a pair of tickets to Sesame St. Live
 - We’ll play the game every 15 minutes from noon to 4pm
 - Need 4 four packs
 - 25 promos per station will play the week leading up to the event
- One thing we can possibly do is do a video of Theresa taking the children’s books and posting it on her website for additional exposure.
- PENDING:
Labor Day Offer Example: For a limited time, you can purchase a discounted family four pack of tickets to Sesame Street Live “Elmo’s Healthy Heroes” coming to the Constant Center October 8-10!

For \$60* you will get four tickets to Sesame Street Live, four hamburgers/cheeseburgers OR hot dogs, four fountain drinks, and one bucket of popcorn! You save over \$20.00!

- **WNOB/WUSH (AC and added Country) - \$1000 gross/no trade**

- On Air – 5 family four packs given away on WNOB and WUSH week of September 23rd with Grand Prize Meet and Greet. Includes 20 ten second promo liners, 2 facebook postings, website banner, and 10 thirty second recorded promos.

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



- Concert Calendar Sponsorship: Elmo Makes Music will be mentioned in the Concert Calendar on all three FM stations: WNOB and WUSH weeks of September 26 and October 3. 15 ten second liners Monday-Sunday 6am-12am
- Third Party Partnership - Hunt Club Farm Pumpkin Smash Friday September 30 - eblast coupon or special discount and additional facebook postings

5 pumpkins will each feature a pair of tickets to see Elmo Makes Music with one grand prize to meet and greet the characters Includes: 20 liners on-air and mentions in 10 thirty second recorded promos week of September 26 on WNOB, WUSH and WROX - eblast coupon or special discount and additional facebook postings
- Banner placement and flyer distribution at Hunt Club Farm
- Online - Website banner and link starting ASAP (need approval) – October 9
- Interactive - One Facebook posting on each station WNOB and WUSH.
- One E-blast newsletter with special code or special discount offered on WNOB. And One e-blast on WUSH as well as radio station website banner and facebook postings. September 19th delivery.
- Ticket Giveaways: 3 4 packs for facebook registration on WNOB and WUSH. 10 promo liners to run on each station selected week of Monday-Sunday 6am-12am. Week of October 3rd.
- Other - Create Your Own Instrument: Children will be encouraged to join us on one day of the Neptune Festival September 30-October 2 at the Sinclair Station booth. Children can come create their own instruments. Elmo Makes Music flyers can be available at our booth. Elmo Makes Music will be included in 15 promo liners week of September 26 on all 5 radio stations. With addition 30 second recorded promos 8x M-S 6a -12a.
- **WGH (Country) - \$1000 gross/\$400 trade**
 - **Week of August 15th-19th** during the Midday show with Karen West Throughout the week, listeners will call in to win a family four pack of tickets..
 - You would be included in:
 - *minimum 20 live liners
 - *minimum of 30 live mentions (during the giveaways)
 - **Eagle to receive: (5) 4-packs (20 tickets) to execute the above promotion.**
 - **Week of Sept. 26th-30th** during the Morning Show with Jimmy Ray and Jen. Throughout the week, listeners will call in to win a family four pack of tickets. You would be included in:
 - *minimum 20 live liners
 - *minimum of 30 live mentions (during the giveaways)
 - **Eagle to receive: (5) 4-packs (20 tickets) to execute the above promotion.**
 - **Week of October 3rd-7th Facebook** :during all day parts, once daily, Eagle will administer facebook contests featuring Sesame Street Live family four pack as a prize. One winner daily will be chosen as the winner.
 - You would be included in:
 - *minimum 20 live liners
 - *minimum of 20 live mentions (during the giveaways)

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



- **Eagle to receive: (5) 4-packs (20 tickets) to execute the above promotion.**
- **Week of Sept 2nd**
(1) E-blasts to Eagle's database with Sesame Street Live tickets discount offer. Offer will reach over 28,000 opt in participants.
- **Web/Facebook exposure from approval- October 9th**
- The event will be listed on all social media outlets. Web and Facebook, for full duration of promotion.
- ******Total tickets needed to execute the above promotion(s) are 80 tickets (20 family four packs)*****

We will also approach all non-paid radio partners including outlying and local radio stations

- **WCMS** – Water Country – Outer Banks, NC – Max Radio of the Carolinas
- **Beach 104** – Today's Best Music - Outer Banks, NC – Max Radio of the Carolinas
- **WRSF** – Dixie Country "Today's Hottest Country" – Outer Banks, NC – East Carolina Radio Group
- **WMBG** – AM Radio – Outer Banks, NC – WMBG 740
- **WNSB** – Hot 91.1 – Norfolk State University station, 91.1FM

OUTDOOR

- Last engagement, 2 digital billboards were purchased week of show running for 5 days each (Chesapeake and Portsmouth).
 - Creative was a countdown
- We also purchased bus signage.
 - 4 tail posters and 4 king size posters and bonus 3 each
 - They ran from mid-August until week of show
- After reviewing the zip code report from LY comparatively to where the digital boards are located, I think digital boards should be passed on. The digital boards that are located on the Southside of Hampton Roads are in Chesapeake and Portsmouth. Sales from those cities were 11% and 5%, respectively.
- **Waterside Drive banner** – \$1000 net (hanging and production). August 22-September 4. Banner placed in overhang in Downtown Norfolk right before the entrance to a major highway.
- **Gas Stations** – \$1464 net
 - Ads at pumps
 - Targeting 6 gas stations with a total of 24 ad placements in the area based on zip codes report provided (*based on how many markets VEE is working with this group, I would push for bonus*)
 - Opportunities for in store POS is possible as well
 - Add in QR code to track sales
 - September run

ONLINE

- Last engagement, we spent \$1500 on hamptonroads.com for 4 weeks of impressions (78k paid to run in entertainment, 39k bonus to run ROS)
- 32% of ticket sales come from online sales. We would like to recommend considering an online buy through Google Ad Words and Facebook.
- Google Ad Words are a targeted way for us to reach those specifically interested in our show, or attending shows like this in the market. We can target specific keywords associated with the show as well as the competing shows in the market that are occurring during the same time frame.
 - \$500 to run from August 1 until October 2

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



- Facebook is an ever growing outlet to connect with our fans and potential fans. We are able to reach our target demographic specifically based on psychographic information they provide on their profiles.
 - \$500 to run from August 1 until October 2

PRINT-

- We will approach non-paid print partners:
 - Tidewater Parent** – Mom’s online newsletter and website (sub-category of pilot online)
 - Tammy Lindquist - Tidewater Parent Magazine & MyTidewaterMoms.com: (757) 222-3905, Tammy.Lindquist@pilotonline.com
 - Kids Directory** – September Edition parenting newsletter full of activities and events within the Hampton Roads

GROUPS

We aim to sell \$15,000 in revenue which is 1,363 tickets at an average price of \$11.00 per person.

Strategy:

The main objective is to offer group packages to our existing client base, including day cares and schools, and reach out to new client categories. Additionally, it will be important to take advantage of contacting clients before school lets out in June. This way, the word is out and we can follow up later in the summer. I plan to send out a “Save The Date” to better

Target markets include:

- Sesame Street Live Past Purchasers
- Family Show Past Purchasers
- Surrounding Schools (see attached mailer database)
 - Day Care Centers, Pre-schools, PTA Teachers, YMCA, Private/Public Schools, After School Programs, ODU Day Care, Primary School teachers/principals/administrators
- Military
 - Air Force (Langley), National Guard (Camp Pendleton), Navy (Mid-Atlantic, Oceana, Naval Hospital, Naval Station Norfolk, Amphibious, Naval Weapons/Yorktown, Dam Neck), Army (Ft. Story, Ft. Eustis, Ft. Monroe, Camp Peary), Coast Guard (Elizabeth City, Portsmouth, Yorktown), Marines (Camp Allen, Camp Elmore), Recruiters, ROTC, USO, U.S. Joint Forces, MWR, Armed Forces
- Super Groups-
 - AAA
 - Boy Scouts of America
 - City of Norfolk
 - CHKD
 - Cox
 - Girl Scouts of the Colonial Coast
 - Norfolk Public Libraries
 - Norfolk Public Schools
 - Old Dominion University
 - Sentara
 - Virginia Zoo
 - YMCA of Hampton Roads

Budget:

Flyer Printing Cost	\$160.00
Postage	\$375.00
Mail House Costs	\$125.00

Group Discounts:

	Group/Mil Discount	Box Office Rate	Group Rate
P1 (Sunny Seats*)	\$0.00	\$62.00	\$62.00
P2 (Gold Circle Seats)	\$0.00	\$35.00	\$35.00
P3	\$3.00/\$5.00	\$23.00	\$20.00/\$18.00
P4	\$3.00/\$5.00	\$17.00	\$14.00/\$12.00

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



P5	\$3.00/\$5.00	\$14.00	\$11.00/\$9.00
School Show (10/8)			\$11.00
Opening Night (10/8)	N/A	\$14.00	\$14.00

*Sunny Seats Package: Includes VIP Seating, and a Photo opportunity with two characters before the show.

Collateral materials and sales tools:

- Save the Date – eblast
- Group Mailers to local schools
- Telephone Sales Calls
- Email template
- Posters
- Email blasts

Timeline:

Send out Save the Date/Make Initial Calls	Early June
Create Collateral	June-July
Update Website with details	Upon Show Announcement
Poster/flier Distribution	End of August (When students return to school)
Package Sales Start	Upon Show Announcement
Email program kick off	Upon Show Announcement
Telephone sales	End of August (When students return to school)
Flier distribution	End of August (When students return to school)
Follow-up previous telephone / email distribution	Ongoing
Implement Facebook advertising campaign	First week of September
Release group ticket holds	October 1, 2010

THIRD PARTY

We have established relationships with the following retail partners. Upon approval we will approach these partners listed below to see if they are interested in working with us to promote Sesame Street Live.

- Farm Fresh – Sponsors opening night – we can advertise a discount ticket, available with a coupon found in Farm Fresh stores. Farm Fresh will include the discount in two strip ads – both in the Virginian Pilot (weeks of September 12 and 19). Last year we sold 19 tickets for \$228.
- Chesapeake Square Mall – table tents placed starting in August and e-blast distribution in September part of the Kidget’s Club in exchange for discount code and family four pack/meet and greet tickets.
- AAA – Show sponsorship and \$5 exclusive offer distributed through their database of 325K subscribers, AAA.com inclusion, and radio partnership which included banner ads and on air spots and promotion with WWDE and WNVZ. Last year, we sold 25 tickets for \$388.

GRASSROOTS

Budget:

Item	Cost
Printing	
Flyers	\$50
Table Tents (Mall)	\$30
Farm Fresh	\$60
Stickers	\$40
TOTAL	\$180

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



Poster/Coupon Distribution-

Using our existing, and ever-growing database of businesses willing to post our show information, we will target specific businesses and business categories that are frequented by our target market segment (ie, daycares, YMCA's, toy stores, children's clothing stores, hair salons, family restaurants, movie theaters, video stores, music stores, pet stores, etc.)

Babies R Us	Kids Footlocker
Baby Boutique	Kids Stop Fashion
Birdies	La Petite Academy
Build A Bear Workshop	Laser Quest
Children's Harbor Ghent	P.B. Young Elementary School
Children's Museum of Virginia	Playground
Children's Place	Rainbow Kids
Color Me Mine	Rock-A-Bye Baby
Connie's Kids Ltd	Tanners Creek Elementary School
E B Games	Teacher and Parents Store
Fatima's Daycare	The Children's Place
Game Stop	The Children's Place
Games Stop Funcoland	The Disney Store Inc.
Ghent School	The White Rabbit
Go Toys and Games	Toy Craft Hobby Shop
Granby Elementary School	Toy's "R" Us
Gymboree	Toy's "R" Us
Gymboree Chesapeake Square	Toys R Us
Gymboree MacArthur Center	Toys R Us
Gymboree No 543	Velveteen Rabbit
Gymboree Play and Music	Virginia Toy and Novelty
Gymboree Play and Music	West Ghent School
Hobbytown USA	Jumpin Jelly Beans
Honey Tree For Children	Tidewater Gymnastics Academy
Hungates Creative Toys and Hobbies	The Little Gym of Virginia Beach
Jumpin Jelly Beans	The Little Gym of Chesapeake
Jumpin Monkey	Pink Pearl Gymnastics
Kangaroo Jacs	My Gym Children's Fitness Center
KB Toy and Hobby Shop	My Gym Children's Fitness Center
KB Toys	JW Tumbles
Kid to Kid of Virginia Beach	JW Tumbles
Kids Footlocker	Jungle Gym

Local Events

There are various children's events happening this winter in Hampton Roads. We will approach organizers in order to have a presence at these events to distribute information about the show.

Stickers will be given out at selected kids events with show details.

SESAME STREET LIVE “ELMO MAKES MUSIC” MARKETING PLAN – *updated 7.14.11*



- o *Festevent's Children's Festival* – October 1st 2011
- o *Neptune Festival Boardwalk Weekend*: Sept 30 – Oct 2nd, 2011
- o *Verizon Wireless American Music Festival*, September 2-4, 2011, at VA Beach Oceanfront
- o *Rock and Roll ½ Marathon*: Sept. 4; Virginia Beach
- o *Beach Famfest*: Every Friday in July and August; Virginia Beach
- o *Big Bands on the Bay*: Sept 4; Ocean View Beach Park
- o *6th Annual Acoustic Music Festival*: Town Point Park; Norfolk

DATABASE MARKETING AND SOCIAL NETWORKING

- The Constant Center marketing department will send out e-mail blasts regarding Sesame Street Live. The Constant Center has approx 48K subscribers in our all access club. This offers fans exclusive offers, show information and more. Email offers which have worked in the past are a Labor Day package offer as well as an eblast as on sale now reminder (Week of Sept. 19) email which also discusses the opportunities to include groups for a great discounted rates as well.
 - o Pre-sale
 - o On-sale
 - o We can also tag the show information on other relevant e-blasts sent during show's on-sale campaign
 - o Labor Day Offer: discounted family four pack and concession voucher offer (not limited to specific food items)

Blogs

The Ted Constant Center's facebook is over 5300 fans strong and twitter is right around 1200 followers. Social media and blog posts will consist of posting show information and tying it into something fun and exciting parents would like to see to get them ready for the show coming in October. Posts will generally be posted each and every day ever few hours in order to keep the excitement constant and consistent.

Meetup.com

LUNA Moms Club Powered by Peninsula Pride
STROLLER STRIDES!
MOMS Club of Suffolk and Isle of Wight
MOMS Club® of Virginia Beach, Virginia - Southeast
The Tidewater 35 and Over Moms Meetup
MOMS Club of Portsmouth/Western Branch
Beach Tots Playclub for Working Moms
Virginia Beach/Chesapeake LUNA Moms Club
Moms & Munchkins of Hampton Roads
MOMS Club® of Chesapeake-South, VA
MOMS Club of Chesapeake (North)
2010/11 POPPING Families & Moms-to-Be, Powered by Fit4Baby
Southside Hampton Roads Moms and Tots
MVB - Moms of Virginia Beach
Parents and Toddlers (PAT) Playgroup
Little Ones of Hampton Roads

General

Atomic Mama
MyTidewaterMoms.com
Macaroni Kid
Dad's Playbook
Early Morning Peace
Peninsula Mommies
SAHM of the Virginia Peninsula-Newport News
Virginia Beach
NAVYForMoms.com

The Suffolk Area Moms' Club
Mommy Network of Hampton Roads
Peninsula Playgroup
Hampton Roads- Southside Families
goMoms
Growing Pains
Hampton Roads Parents Club
LITTLE FRIENDSHIPS
Mom's Gotta Run - Stroller Strides & Body Back Run Training
Military SAHM of the Peninsula
Lil' Learners
Stroller Strides of Virginia Beach/Chesapeake
Military Wives on the Peninsula
we NAVY WIVES & hangout
Hampton Roads Kids At Play

BloggyMoms
365 Things to do in Hampton VA
First Mate: A Navy Wife's Blog
Music Muse
Fun and Free Hampton Roads
125 Ways to Celebrate Summer
Travel Guide Hampton Roads

Facebook Groups

Virginia Blue Star Families
Hampton Roads Healthy Moms

SESAME STREET LIVE – ELMO MAKES MUSIC MARKETING PLAN



Food Allergy Moms Hampton Roads
Catholic Moms of Preschoolers in Hampton Roads
Blue Star Moms of Hampton Roads, VA
Southside Hampton Roads Moms and Tots
Hampton Roads Mommies
Little Ones in Hampton Roads
Peninsula Mommies
HamptonRoadsMommies
Tidewater Mommies
Macaroni Kid Virginia Beach
365 Things to do in Virginia Beach
Macaroni Kid Chesapeake
Hampton Roads Kids' Directory
Homeschooling in Hampton Roads

Virginia Beach Family Events
MySctiveChild.com
Creative MOM
The Silver Rattle
Tidewater Council, Boy Scouts of America
Stroller Strides of Virginia Beach & Chesapeake
Hampton Roads Parents
www.mytidewatermoms.com
VB parents.com
Hampton Roads Local Kids
Young Chefs Academy of Ghent
Military Families Learning Network
FamilyFun
The Children's Theatre of Hampton Roads

Contesting –

Facebook

- *Best Sesame Street Style*
Send in your best picture of your kid dressed up/representing one of the Sesame Street characters to tedconstantcenter@gmail.com by **DATE**. We will upload the entries to our Facebook page in an album titled “Best Sesame Street Style” on **DATE**. Whichever entry has the most “likes” by **DATE** wins a FREE family four pack to Sesame Street Live!
- *Create the caption!*
Leave a comment with what you think should be the caption for this photo. Person with the most “likes” by **DATE** wins! The picture/s to insert your caption will be on our Facebook page in an album titled “Create the Caption Contest!”
- *“Kids Make Music” Contest*
Send your best picture of your kid/kids either playing a musical instrument or having a musical instrument in the background just like “Elmo Makes Music” and email it to tedconstantcenter@gmail.com for your chance to win a FREE family four pack to Sesame Street Live!
- *“C is for Cookie” Contest*
Everyone knows how much Cookie Monster loves cookies! For your chance to win a FREE family four pack to Sesame Street Live make any kind of cookie you think of, big or small, extravagant or simple that Cookie Monster would love to eat!

External sites

- Ticket Giveaway
 - Virginian Pilot VIP (1 family 4 pack) – Week of September 26
 - VA Pilot VIP program – Contesting – E-blast list of 13,000 subscribers
- Hamptonroads.com
 - Family four pack giveaway – Week of September 19
- COX Communications facebook page – week of September 26

PR

Global Spectrum will pitch media, including print, radio, and TV on story angles. We will also send out information for local calendar listings as soon as the show goes on sale.

In addition we will create a comprehensive PR plan to execute week of show, utilizing community appearances with any characters available.

- E-blast to local media distribution list: approx 850 contacts
 - Event announcement
 - Press Release – Event announcement Release, On Sale Now Release, Updated On Sale Now Release

SESAME STREET LIVE – ELMO MAKES MUSIC MARKETING PLAN



- Public Relation opportunities through appearances, interviews and extensive press distribution
- Potential character visit options
 - Media advisory delivery prior to visits to 850 media contacts*
 - WTKR AM Newscast
 - CHKD – local children’s hospital
 - Local Daycare – ODU Child Development Center