



Secrets Of Successful Circus Sponsorship

Sell Tickets!!!

- A. Make sure members of your organization sell the first 300 tickets. That will ensure your group reaches the maximum 40% profit on ticket sales. If you only have ten members, make sure that each one sells 30 tickets to reach that organization goal.
- B. Enlist others to sell circus tickets through school PTO's and other organizations that serve elementary age children. They are the prime audience for the circus event. Examples of school flyers are online and can be downloaded for use in school promotion and for other organization promotions.
- C. Be sure to get all your posters up in high volume stores. Be especially certain to get the yard signs up in high visibility locations. They are very expensive, but are very effective in advertising your circus event.
- D. Buy circus ads and place press releases at the same time. Newspapers and other media will be more likely to place the show's "news" articles if they know you are advertising in their media as well. Stress the fact that your organization will benefit from advance publicity to maximize your share of ticket sales.
- E. Use our Advance Promotion Expert (& Clown/Magician), Tom LeMoine to entertain schools and other groups to help promote ticket sales. He is available to do interviews with the media. He just needs your knowledge of local media and contacts to get those PR opportunities. He can be contacted at 407-719-7064.
- F. Choose high volume stores, such as convenience stores, video stores food stores, etc., to sell advance circus tickets. Alert their customers about the circus benefit with as many circus posters and ticket sale signs as necessary.
- G. A great tool for getting school age children to attend the circus is the "Color the Clown" contest flyer. The flyer and instructions can be downloaded on the www.circusvidbel.com website in the Sponsor Information section.