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# Lionel Hampton Jazz Festival Marketing Plan 2015

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## 2015 Lionel Hampton Jazz Festival Marketing Team

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## Purpose and Mission

### **1. What is the purpose of your marketing?**

Lionel Hampton Jazz Festival should focus on generating festival revenue through sponsorships, ticket sales, band registrations, button sales, program ad sales, pole banners and other means. Marketing efforts should also seek to create and leverage local, regional and national media exposure for the University of Idaho and the festival.

### **2. What are updated/current marketing goals?**

In addition to crafting a stronger social media strategy, utilizing the potential of the Jazz Fest website, finding success in the Commemorative Button Program and Pole Banner sales, the festival would also like to target more regional cities including but not limited to Spokane, Coeur d' Alene, Boise and the Tri-Cities.

In celebration of this year's theme, *The Spirit of Harmony*, the festival would like to extend increased welcome to the community members of the Moscow-Pullman area, especially for volunteer support and ticket accessibility. The festival can be seen as an unwelcome influx of individuals on the community, disrupting the daily lives of community members with increased road traffic and foot traffic alike. While the perceived negative impact may be difficult or impossible to reverse, we can work to promote as much integration as possible.

The Marketing Team would like to increasingly project the image of the festival as a "Civic Celebration," incorporating the essence of community throughout cumulative marketing campaigns. The festival needs to be seen as accessible, easy to navigate, educationally worthwhile and worth the cost. This may include the creation of large campus maps and directories to ease transportation.

Overall, the festival aims to increase Facebook and Twitter followers while also increasing virtual and social media-based dialogue surrounding the festival. It is a long-standing goal to increase the number of individuals who know about the festival and the opportunities to volunteer, and the many ways in which one can enjoy the Lionel Hampton Jazz Festival.

*\*For more information on LHJF social media goals, see page 13.*

## Marketing Strategy and Objectives

### **1. What are the unique selling points of the festival?**

The Lionel Hampton Jazz Festival has grown to become one of the largest educational jazz festivals in the country and has a long track record of hosting world-class artists and professionals. For 48 years the festival has brought jazz masters together with elementary, junior high, high school and college students. It is this combination of educators, students, artists and world-class programming that makes the festival so unique. In an area that is isolated and has limited access to high-quality arts and music programming, the festival has become one of the most anticipated cultural events in the region.

### **2. Who is your target audience?**

The festival has two primary target audiences, 1) Band Directors from the Pacific Northwest, Canada, and to a lesser extent, the nation. 2) Residents of Moscow, Pullman, and the communities within a 100-mile radius of Moscow. This market includes residents outside of the university communities, as well as faculty, staff and students.

The five largest markets in the Pacific Northwest are the Seattle metro area (3.6 M), Portland metro area (2.3 M), Boise metro area (619,000), Spokane-Coeur d'Alene metro area (609,000), and the Tri-Cities area (268,000).

### **3. What are the marketing tools at your disposal?**

The festival's Marketing Team utilizes the Jazz Fest website, social media outlets including Twitter, Instagram and Facebook, radio, television and print advertising, press releases and earned media to reach our audience. Print collateral is distributed locally, as well as regionally and nationally through poster distribution, services and mailings. Advertising targets local, as well as regional markets. Earned media is gained through local, regional and national coverage.

The festival currently holds multiple media relationships of note, and runs advertisements/PR information in the following publications:

- Inland Northwest Broadcasting – With emphasis on pushing the Button Program.
- Northwest Public Radio “NPR” – Runs on-air advertisements/giveaways, with a focus on KJEM, the local jazz radio station.
- Downbeat – Runs print advertisement.
- JazzTimes, Ed. Guide – Runs print advertisement.
- The Inlander – Runs multiple print advertisements.
- The Moscow-Pullman Daily News and Lewiston Tribune – Runs print advertisements/stories.
- The Argonaut – The publication runs a themed insert twice during Festival week.

#### 4. How will surveys be used?

Follow-up research and post-festival surveying will also be a key marketing strategy to put toward the 2016 festival. Surveys will be taken from select professional workshops and clinics, and email surveys will be sent out following the festival.

Survey responses will be documented and formulated into a report for further study/integration.

### Review of Tactical Programs/Yearly Data

#### 2015 - Current

The Jazz Fest Marketing Team is currently working to increase accessibility and ease of operating the website in efforts to utilize it as an entry point for two of the most vital streams of revenue – ticket sales and band registrations. The Marketing Team is making it a priority to update the website with accurate artist and workshop schedules.

Updating artist and workshop schedules early puts the festival in the position of gaining more exposure with one of two target audiences – Band Directors. The festival typically brings in roughly 150 Directors, whom account for nearly 70% of total ticket sales.

As of Aug. 21, 2015, the festival's Twitter handle had 804 followers, nearly a 282% increase from 2012's total of 285 followers. The festival's Facebook page currently has 2,588 likes, a 130% increase from 2012's total of 2,000. It is a goal to increase followers and instigate the use of the *#hampjazz* hashtag through social media outlets.

The Marketing Team hopes to implement a stronger social media strategy for 2015 festival, including regular Twitter, Facebook and Instagram posts, as well as the utilization of the social outlets for Commemorative Button promotion and ticket giveaways.

The Team has considered crafting monthly newsletters to better serve multiple goals of the Marketing Plan. The newsletter would contain links to past press releases, upcoming important dates, artist samplings and photos,

#### 2014

The status of the website was said to be unsupportive of the goals of the festival. Schedules and photos were incomplete, which could have been a detriment to the success and clarity of delivering information. The Marketing Team is currently making it a priority to improve the visibility and effectiveness of the website.

**2013**

Final reports list Friday evening's concert as the highest-selling night of the year. With a total of 2,877 tickets sold, Friday night ranked nearly 100 tickets higher than Saturday night's total. In total, the 2013 festival ranked 7,257 tickets sold.

**2012**

Marked the launch of the Commemorative Button Program, resulting in the initial purchase of 4,000 buttons and the final sale of 863 buttons. The festival spent \$4,500 advertising in three national magazines – Downbeat, JazzEd and JazzTimes, but it was mentioned to consider reallocating funds to target the geographical markets of Spokane/Coeur d' Alene, Boise and the Tri-Cities.

In 2012 a total of 8,082 tickets were used – 1,728 were comped, 6,354 were sold, and 3,105 were sold to participating schools.

2012 also featured the strongest support from University Marketing and Communications. UCM supplied the festival team with a document outlining services provided, as well as projected press releases to be crafted. The 2015 list of proposed News Releases is based off the 2012/2013 release schedule crafted by UCM.

**Additional Considerations/Challenges**

There are multiple challenges pertaining to festival accessibility, including festival's placement in mid-winter, increasing travel difficulties, as well as the amount of lodging in the Moscow-Pullman area. Marketing tactics need to include the increased number of lodging opportunities in the area.

The negative outlook of a college campus also must be addressed in the 2015 marketing effort. Parking, cross-campus transportation and navigating campus can be seen as challenges – challenges which can deter audiences. Parking information is held on the website and sent to the public through a press release. Other challenges require further research.

# Major Marketing Activity - 2015

JUNE	Group	Description	Notes:
	Marketing	Trade-out Ads for Port Townsend ( <i>due June 15</i> ), DanceTheatre, etc. DUE	
	Marketing	Design team assembled and Poster Artwork brainstorming begun	
<b>JULY</b>			
	<i>FOCUS</i>	<i>General brochure, sponsorship transition and closing gaps</i>	
Aug. 1	Marketing	Ad deadlines for INLANDER Annual Manual	Complete Aug. 1
	Web site	Meet with Web Team to update Web site theme and design	Employees hired/trained Aug. 12
	Brochure	Directors Mailing drafting stage	
	Development	Prep for Annual Giving Mail Solicitation, meeting with Giving Director	
<b>AUGUST</b>			
	<i>FOCUS</i>	<i>Directors Mailing, sponsorship meetings, ad prep, website updates</i>	
	Marketing/Development	Develop Marketing Plan, distribute to Marketing Team	Completed Aug. 22
Ongoing	Marketing	Begin gathering artist bios and high res photos for website	
	Development	Annual Giving Mail Solicitation is in design stage	Artwork/Copy Completed Aug. 10th
Aug. 7-17	Optional Event	Festival at Sandpoint	
	Web site/marketing	Have as many bios and photos on the web as possible for a September lineup announcement and Press Release	
Aug. 11	Marketing	Save the date postcard/artist release	went out Sept 6, 2013
	Marketing	Research/Work with UCM to develop Media Contact List	Research/UCM Meeting Aug. 27
	Marketing	Trade w/Festival Dance: Receive Dance ad and create program ad for them.	Recd': Aug. 25. Send to dance Sept. 5.
	Sponsors/Marketing	Confirm sponsor logos for print materials	
	Sponsors/Marketing	Sponsorship meetings	Sponsors need to be confirmed early on so their support can be publicized in the marketing materials.
August 22-23	Event	Lentil Festival Friday Night Street Fair and Saturday Fair	
Aug. 23	Event	PalousaFest	
	Marketing	Design for band directors mailing is finalized, printed and sent out to mailhouse	Sent out Aug. 26, will drop Sept. 2 - *Goal is to hit sendees after Labor Day
	Development	Vandal Connect calls begin to all donors (and hopefully ticket holders) from the past 5 years. The Festival gives Annual Giving tickets for their callers in Feb. <b>Be in contact with Ticket Office.</b>	Staff should go down and meet with callers. Contests for tickets, shirts and other jazz fest swag are good motivators
	Marketing	Prep Copy for Jazz Times Ad - 1/2 page horizontal, 4 color	Due Sept. 16
<b>SEPTEMBER</b>			
	<i>FOCUS</i>	<i>Donor and Schools brochure mailing, sponsorship meetings</i>	
Sept. 2	Marketing	Band Directors mailing drop date	Design approved Aug. 26
	Marketing (Program)	Begin program ad sales	
Sept. 3	Marketing	Finalize one-sheet ad drop date for Dnews/360	
	Button Program	Line up participating businesses, prize sponsors and distribution outlets	
	Marketing/PR	Press Release to Paradigm Publishing for festival article in the Region section of Alaska and Horizon in flight magazine.	Not ad copy, attempt to source an article.
	Web Site	Have as many bios and photos on the web as possible for a September lineup announcement.	
Sept. 5	Marketing/PR	Contact Festival Dance re: trading program ads	
Sept. 5	Marketing/PR	Artist line-up news release drop date	



Sept. 9	Marketing	Complete Hagadone Ads - Have order to Beth ASAP	Their production 2014: Sept. 8-12
Sept. 15	Marketing	Sun Valley Jamboree ad due	
Sept. 16	Marketing	JazzTimes ad deadline (materials due 9/16)	
	Marketing/Development	Begin planning for donor pre-sale mailing/e-mail, gather lists, review content, etc	Content from National/Regional Media Contact Lists.
	Marketing	Begin work on line-up poster	
Sept. 30	Marketing/Buttons	Renewal Date on Buttons, Have New Sellers by Oct. 31	
	Development	Copy for annual giving direct mail piece is due September 15	
	Marketing	Plan for Nov/Dec Downbeat promotion	
	Marketing	Finalize all media sponsorships	
<b>OCTOBER</b>			
	<i>FOCUS</i>	<i>Concert Poster and Schedule cards</i>	
Oct. 2	Event	Staff Appreciation Fair	10am - 2pm. SUB Ballroom
Oct. 6	Development	Donor pre-sale drop date	
Oct. 6	Ticketing/Marketing	Registration Opens!	
Oct. 17	Marketing/ Development	Friday Letter copy due	*Call for Volunteers?
Oct 15-19	Optional Event	Sun valley Jamboree	
Oct. 19 or 26	Marketing/PR	Call for Volunteers News Release	
Oct. 24	Development	Donor presale	
	Marketing/Development	Call Gilbert Auto, (Chetwood Properties) settle location for piano event	Paperwork in Sponsorship Files
	Button Program	Line up participating businesses, prize sponsors and distribution outlets	
	Marketing	Finalize copy for line-up poster	
	Development	Create and print holiday card for distribution in Nov.	Include lineup, dates and contact info
	Marketing/UI Campus	Try to reserve flat screen ads, Table tents in Commons, Banner in Commons	*Consider SODEXO Napkin ad places
	WSU Campus	Try to reserve and understand the process for Banners, flat screens, flyers	*Focus on Jazz School, Kimbrough
	Merchandise	Limited Edition poster potential artists are contacted and design work begins	
	Marketing	Secure space for Steinway piano event, coordinate details of mailing with Kevin R.	
	Program	Confirm project timeline with Cindy Johnson	Review PDF File
	Program	Continue with program ad sales, gather content - bios, photos, john letter, president's letter, etc.	
	Marketing	Draft radio and TV spots, print ads	W/ Kym Dahl of NWPR
**Oct. 17/Oct. 31	Marketing/Buttons	Goal Date to be done w/ selling button info, partnerships	
Oct. 31	Marketing/Development	Goal Date to be done with All collateral/sponsorship materials and art	
<b>NOVEMBER</b>			
	<i>FOCUS</i>	<i>Program Ads, Merchandise, and donor ticket sales</i>	
Nov. 1	Volunteers	Volunteer Database Opens Up	
	Marketing/PR	Press Release on Volunteer Database Opening Up	
	Marketing	Nov/Dec Downbeat magazine promotion	
	Marketing	Finalize radio and TV spots, print ads	
	Button Program	Finalize print materials	
Nov. 14	Ticket Sales	Participating Schools/Series tickets on sale	
	Mailing/Development	Distribute holiday card before Thanksgiving	
	Program	Festival Program - continue to gather ads, images and bios	
	Sponsors	Sponsorship meetings - all sponsor contracts should be in place (media, corporate & equipment signed)	Logos and ads need to be collected from each sponsor
Nov. 14	Merchandise	Meet with Bookstore regarding merchandise sales and design	Meet before T-Day break
	Poster/Cards	Work to plan distribution channels of posters and schedules in Northwest - distribution can start in Dec.	

	Program	Continue with program ad sales, gather content - bios, photos, john letter, president's letter, workshop descriptions, etc.	
Nov. 20	Marketing/PR	Distribute Posters: Downtown, Campus, Pullman, Lewiston, Boise, ect.	
Nov. 20	Marketing/PR	Ticket Sales Reminder News Release	
<b>DECEMBER</b>			
	<i>FOCUS</i>	<i>Marketing tactic designs completed</i>	
Dec. 1	Ticketing	General public tickets on sale	
Dec. 1	Marketing/PR	Email Blasts to Faculty/Staff, Previous Ticket Buyers, Press Release	
	Media	Announce public ticket sales dates in all mediums - run radio ads, and print ads.	Releases, radio, newspaper and UI outlets (register, Today, Ticket office blast, etc.)
Dec. 12	Marketing/Program	Due date for program ads, text files and photos. Confirm layout and review cover art	
	Sponsors	Send reminder of all deadlines - hotel, receptions, packet pick-up	
	Marketing	Work on tentative slide rotation for the screens in the Dome with Video Services and check on banner inventory	
	Event	Promotional display at Holiday Concert	
	Merchandise	Limited Edition poster is prepared for reproduction	
	Development	Start on VIP packets - inserts, schedules and letters	
	Marketing	Send line-up poster to all campus departments, distribute on WSU campus as well	
Dec. 14 or 21	Marketing/PR	Grammy Nominations/NEA Masters News Release	
<b>JANUARY</b>			
	<i>FOCUS</i>	<i>Poster and Schedule card distribution, Program, hospitality events</i>	
Jan. 4	Merchandise	Confirm all merchandise items and designs	
Jan. 5	Marketing/PR	What's New for 2015 News Release	
Jan. 5-10	Button Program	Distribution of buttons	
Jan. 16 or 23	Marketing/PR	Call for Volunteers News Release	
Jan. 23 or 30	Marketing/PR	News on Button Program/Business Participation, Social Media Connection	
Jan. 23 or 30	Marketing/PR	International Jazz Collections: What's on Display This Year	
	Marketing	Schedule media interview with John, Steve, artists	
	Ticket sales	send e-mail blast reminders to fac/staff/students, previous ticket buyers/donors. Forward e-mail copy to LHSOM and WSU School of Music for internal distribution	
	Development	Compile guest lists for President's and Red Carnation receptions	
	Hospitality	Confirm hotel hospitality rooms	Block expires Jan. 23, 2015
	Poster/Cards	Volunteers continue to do poster and schedule card distribution throughout region	
	Program	Program - finalized by the end of the month. Confirm preparation of schools schedule for placement in the program.	Invoices out to advertisers for Festival program (if not already complete)
	Marketing	All banners for sponsors should be collected and tracked. These will go to the Events team in Feb. and returned to sponsors in March.	
	Marketing	Shoot list (banners, etc) to photo services	
<b>FEBRUARY</b>			
<b>3 Weeks out</b>			
	Development	Friday Letter copy due 2/7	
	On-site marketing	Finalize slide rotation for the screens in the Dome with Video Services and transfer banners with inventory and location sheet to Events	

	Hospitality	Reminder to RSVP	
	Ticket sales	send e-mail blast reminders to fac/staff/students, previous ticket buyers/donors.	
	Program	Program sent to printer	
	Media	Refresh radio and print ads	
<b>2 Weeks out</b>			
Feb. 13	Marketing/PR	Parking/Transportation Changes News Release	
	Development - VIPs	Hospitality packets are created and distributed as appropriate - includes VIPs all the way down to donors that just get After Hours passes	
	UI Campus	Flat screen ads, Table tents in Commons, Banner in Commons	
	WSU Campus	Banners, flat screens, flyers	
	Hospitality	Confirm work schedule of volunteers and student groups for the hospitality room and events	Make packets for VIPs and groups w/ what to expect, tasks and passes and tiks - to be picked up the week of Festival
<b>1 Week out</b>			
Feb. 13	Marketing/PR	Celebrate Community Events/Local Business Participation News Release	
	Media	All ads run and do Ticket Office Email blast	TV, Radio, newspaper, theatre
	Hospitality	Create and distribute basic event briefings for coming week - bios and specific RSVP information to be added the week of Festival and re-distributed in the afternoon prior to event	
<b>Week Of</b>			
	Program	Program is printed and stored for the week of Festival	
	Media	All ads run	TV, Radio, newspaper, theatre
	UI Campus	Flat screen ads, Table tents in Commons, Banner in Commons	Coordinate with Volunteer Programs to reserve and produce
	Hospitality	All packets are delivered for pick-up. Confirm hospitality rooms accommodations and work schedules	
	Web site	Be collecting and arranging for photos and facts for immediate update on the Web site within one week of the Festival	
	Hospitality	Confirm event details each morning and prepare by late afternoon	
		HAVE FUN! Breath and be a problem solver.	



## Proposed News Release Schedule

### September 2014

- Theme Announcement: **Monday, Sept. 22**
- Artist Lineup Release: **Wednesday, Sept. 24**
- Submit release to Alaska Airlines: **Monday, Sept. 29**, *pending renewed sponsorship*

### October 2014

- Call for Volunteers: **Monday, Oct. 13**

### November 2014

- Announcing New and Returning Button Program Members: **Monday, Nov 17**
- " Tickets On Sale Dec. 1" Reminder: **Monday, Nov. 24**

### December 2014

- Call for Volunteers: **Monday, Dec. 8**
- Grammy nominations, NEA masters (if applicable): **Monday, Dec. 15**

### January 2015

- What's New for 2015: **Thursday, Jan. 2** *\*Conflict with UCM?*
- News on Button Program/Business Participation, Announce Social Media "Cash Mobs" in conjunction w/ start of Button Promotion: **Monday, Jan. 12** or **Wednesday, Jan. 15**
- International Jazz Collections - What's on Display this Year?: **Monday, Jan. 26**

### February 2015

- Parking/Transportation Changes, including Map: **Monday, Feb. 15**
- Community Events, Business Participation, Clinics in Local Businesses: **Monday, Feb. 22**

### March 2015

- Post-Event ticket sales, final report, thank-you's: **Monday, March 7** or **14**



## Goals for Measuring Social Media ROI

### Social Media Goals:

- **Foundation Goal: Increase Facebook, Twitter, Instagram followers**
  - Use these platforms to drive users to the website, where we can track page visits and sell tickets/gain registrations.
  - Create a dedicated Social Media Schedule in efforts to streamline posts, dictate clear posting responsibility and manage equal and adequate sponsor mentions when applicable.
    - Use this schedule when determining ROI for business sponsorship values.
  - Remember who will most likely be accessing our social media outlets.
    - Visiting students/participating schools, visiting press outlets and sponsors.
- **Increase collaboration with local businesses**
  - Create targeted “shout-outs” and “cash mobs” throughout pre-festival and mid-festival planning, *\*Button Program*.
  - Discover, plan and drive individualized marketing plan toward finding most successful terms of social media collaboration.
    - Which businesses have thriving social media followings? How can we utilize social media and planned media to boost our followings together?
- **Set values for pageviews, Facebook likes, Twitter RTs/Favorites, ect.**
  - Utilize set values to create conversion rates for determining value.
  - Once values are determined, create one-sheet listing ROI for both the sponsor and the LHJF.
- **End Goal: To use social media in a way that contributes to the LHJF’s bottom line.**
  - Examples of social media metrics we need to pursue:
    - Reach
    - Site traffic
    - Sign-ups and conversions
    - Hashtag mentions
    - Adequate sponsor mentions
      - Calculating “worth” of sponsor mentions and traffic generated
- **Analytic Information:**
  - Hootsuite: <https://help.hootsuite.com/entries/21730486-Creating-Custom-Analytics-Reports> , <http://blog.hootsuite.com/hootsuite-analytics-best-practices/>