

Public Relations / Marketing Report

May 2017

2017 – 2018 Concert Season

Creation of the marketing and promotional materials for our next concert season are already underway. Target for completion of the 2017-2018 season brochure is the end of June, with materials in hand in time for the Voice United concert and the Pride Festival of Central PA (July 28-July 29)

Summer Pride Festivals

Applications have been submitted for booth rentals for Lancaster, Harrisburg and York pride festivals this summer. New member recruitment and 2017-2018 season promotion will be the primary focus at each of these events, tying in with our color print ad in the 2017 Pride Guide. Small gift-basket and logo merchandise will also be available for sale at all festivals as well.

Chorus members will be needed for staffing the booths at each of the events.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson