

RICK HORNYAK

Securing a draw is important to Rick Hornyak, which is why we will be promoting your performance with posts on our Facebook page and your venue's, with paid Facebook advertising, by contacting local print publications and bloggers for event calendar listings and reviews, and by contacting radio stations for interviews and radio play. We know draw is important to you, too, which is why we encourage you to combine your efforts with ours.

1. List the show on your website.

We're happy to send you a band photo, but a link to a video of a live performance is even better. Link to www.youtube.com/user/rickhornyak/videos or to embed the video in your website, copy/paste this code your website: `<iframe width="560" height="315" src="http://www.youtube.com/embed/p4VawXZ3kFM" frameborder="0" allowfullscreen></iframe>`

2. Like our Facebook page.

Be sure you and your staff use your personal Facebook accounts to Like our Facebook page. This will allow us to target paid Facebook ads to everyone that has friended your personal accounts. www.facebook.com/rickhornyakmusic

3. Invite your friends to our Facebook Event.

Be sure you and your staff use your personal Facebook accounts to join and then invite friends to the Facebook Event we've created for this performance. www.facebook.com/rickhornyakmusic/events

4. Provide us media contacts.

If you send us information about print publications, local bloggers, radio stations, and TV stations that feature live music calendar listings, reviews, and interviews, we will contact every one of them. No form of media is too small. It's typically the public radio stations and small local papers that provide the best coverage.

5. Hang posters and bumper stickers.

If you need more, just let us know how many. If you know of restaurants on your block or local music stores in your area that will hang posters, let us know how many to send you.

6. Distribute hand cards 7-10 days prior to our performance.

We'll provide the cards, just let us know how many. Pick one night when you have heavy traffic and hand them out as everyone leaves. Give them to your bartenders to give to regulars.

Thanks for the opportunity to perform for your customers! If you have ideas for promotion or need help, please contact us:

Marketing & Promotions Manager: Courtney Duesing Courtney@rickhornyak.com (512) 627.9378
Business Manager: Amanda Adams Amanda@rickhornyak.com (512) 826.3583