**Chic Gamine Promo Plan**

January 21st

**Events/Promotions:**

* #MeetTheBand blog post:
  + Similar to Newport Jazz Festival blog post with pictures of band members and mini bios so people can learn more about them
* #ChicGamineGalore
  + Social media spree about the band, feature songs and videos, images, etc. to increase familiarity with the group
  + Band members could also do a social media takeover for Wharton Center’s accounts
* “Shake Off Your Worries”
  + Post video of Chic Gamine playing “Shake Off Your Worries” on Facebook on a Monday, “Shake off those Monday blues with a little help from Chic Gamine! Let us know how you relax and you’ll be entered to win tickets to see this amazing group live!”
* #GirlPower
  + Nominate a woman in your life who has inspired you and both of you could be entered to win tickets to the show
* Holidays with Chic Gamine
  + The band released a Holiday-themed EP, Christmas Volume I, in winter 2014. Share tracks from the CD during December around Christmas to promote the performance in January.

**Events:**

* Girlfriends’ Night Out:
  + Win a night out for you and three friends to see the show! Enter to win locations around Lansing
  + Boutiques, hip/young stores
    - Jeanologie Boutique
      * 303 M.A.C. Ave., East Lansing, MI 48823
      * 989-560-5535
      * Younger, contemporary style
    - Pitaya
      * 213 E. Grand River, East Lansing, MI 48823
      * 517-336-7000
      * Indie, hippy-chic
    - Grace Boutique of Old Town
      * 509 E. Grand River Ave., Lansing, MI 48906
      * 517-92708628
      * Grace Kelly, classic style
    - La Bodega
      * 619 E. Grand River Ave., East Lansing, MI 48823
      * 517-333-1711
      * Earthy, hippy style
    - Clever Clover
      * 207 E. Grand River Ave., East Lansing, MI 48823
      * 517-333-3920
  + Timeline:
    - October 1 (1 ½ months out): Contact retailers about ETW boxes in place for the holiday season
    - October 15 (1 month out): Solidify retailers and create necessary promotional materials and ETW artwork
    - November 1 (2 weeks out): Confirm with retailers the duration the ETWs will be on display.
    - November 15 – December 15: ETWs on display. Winner chosen on December 15.
* Get the Look: Chic Gamine
  + Partner with a local boutique to feature indie-rock styles similar to what the band members wear and have an Enter to Win on site.
  + We could create a “get the look” image featuring some of their clothes. Potential to have a display with mannequins dressed like the band members and posters/flyers for the show.
  + A blog post could be written about the fashion of the musicians and how to recreate their look with clothes from stores in the Lansing area.
    - Pitaya
      * 213 E. Grand River, East Lansing, MI 48823
      * 517-336-7000
    - La Bodega
      * 619 E. Grand River Ave., East Lansing, MI 48823
      * 517-333-1711
      * Earthy, hippy style
    - Urban Outfitters
      * 119 E. Grand River Ave., East Lansing, MI 48823
      * 517-324-3434
    - American Apparel
      * 115 E. Grand River Ave., East Lansing, MI 48823
      * 517-333-6662
  + Timeline:
    - October 15 (2 ½ months out): Contact retailer about the possibility of clothing displays promoting the band along with an ETW and flyers. Could play the band’s CD in the stores.
    - November 1 (2 months out): Solidify retailers willing to participate. Create clothing ideas with the retailers, including clothes they wish to promote and correspond with the band’s style.
    - November 15 (1 ½ months out): Decide on clothing styles.
    - December 1 (1 month out): Create necessary promotional flyers and ETW. Order CDs and vinyl.
    - January 1-20 (Event): Displays at store with ETW and band’s music playing. Write blog post on the clothing and band.
* Holidays with Chic Gamine
  + Promote their Christmas Volume 1 album at holiday events in Lansing, such as Old Town Dickens Village, Winter Glow, or MSU Arts & Crafts Holiday Show.
  + We could have a table at these events playing their holiday CD and Vinyl with flyers and an Enter to Win for the performance. We could promote several of our December and January performances at these events.
    - Old Town Dickens Village
      * December 5, 2015 12:00pm-5:00pm
      * This free event starts the holiday season by celebrating Old Town’s Victorian heritage. Enjoy free family-friendly activities such as horse-drawn carriage rides, puppet shows, carolers, and more.
      * 517-485-4283
      * http://www.iloveoldtown.org/events/old-town-dickens-village-1
    - Winter Glow
      * December 5, 2015 2-5pm
      * Enjoy magical, winter-inspired activities in downtown East Lansing from 3-6pm, including carriage rides, roasted marshmallows, Santa, a special outdoor holiday farmers’ market, live music, a lids’ winter carnival, roasted chestnuts, luminaries and much more. It’s free.
      * Since this event has a Jingle Jam Music tent, we could have our table near the stage.
      * 517-319-6888
      * http://www.cityofeastlansing.com/winterglow
    - MSU Arts & Crafts Holiday Show
      * MSU Union
      * 517-355-3354
  + Timeline:
    - October 1 (2 months out): Contact festivals regarding the possibility of promoting Chic Gamine at the events. Would like to play their music at the event with CDs and Vinyl record on display along with an ETW.
    - October 15 (1 ½ months out): Decide on the events allowing us to participate. Arrange for a booth with tables and chairs and sound equipment.
    - November 1 (1 month out): Order CDs and Vinyl
    - November 15 (2 weeks out): Create necessary promotional materials.
    - December 5 (Event)
* Chic Gamine Vinyl Promotion
  + Feature the band’s vinyl records including “Closer,” “Christmas Volume 1,” and “Chic Gamine” at a local record store. Have flyers and an Enter to Win for tickets to the performance. Could have the records playing throughout the store as well.
    - Flat, Black & Circular
      * 541 E. Grand River Ave., East Lansing, MI 48823
      * 517-351-0838
    - The Record Lounge
      * 111 Division St., East Lansing, MI 48823
      * 517-999-0700
  + Timeline:
    - November 1 (2 months out): Contact retailers about the possibility of featured Chic Gamine vinyl and Enter to Win. Could write blog post and promote business on Wharton Center’s social media.
    - November 15 ( 1 ½ months out): Decide on venues.
    - December 1 (1 month out): Order vinyl.
    - December 15 (2 weeks out): Create promotional materials if necessary
    - January 5-20 (Event): Display ETW and vinyl at retailer. Possibly play Chic Gamine’s music. Pick a winner on January 20.

Contacts:

* Vocal contacts
* Women Resource Center
* Local boutiques and stores
* Old Town (literally everywhere in Old Town)
* Music contacts
* Local music festivals/contacts
* A cappella groups/contacts
* High school choirs
* Cafes