**Bria Skonberg**

Wednesday, April 27, 2016 at 7:30pm

**Promotions/Event Ideas:**

* #FavFestFriday or #BestFestBria
  + Bria has performed in over 50 jazz festivals throughout North America, Europe, and Asia. Share with us a picture or a description of your favorite memory from a concert or music festival to win tickets to her performance.
* #BriaBeats
  + Like and share videos of Bria’s performances. One person will be chosen to win tickets to the performance
* #ShareSkonberg
  + Post jazz trivia about Bria and other famous jazz artists. Person with the most correct answers wins tickets to the performance
* #TootYourHorn
  + Bria has received numerous honors and accolades with her work. Share with us either a personal music accomplishment or of someone you know to enter to win tickets to the performance.
* Bria Tagline:
  + Her social media tagline: “Horn Star”
  + Trumpet triple threat: player, singer, and composer
  + Bria Skongberg: Big brass with a swinging solo sound
  + A contemporary take on the classic big band sound
* Social Media Takeover - #TrumpetTakeover
  + Have Bria takeover the Wharton Center Facebook, Twitter, Instagram, YouTube and Blog accounts for the day to promote her performance. Potential ideas include:
    - #AskBria – Q&A with the singer
    - #BriaBeats – Share her favorite performances and performances of her music idols
    - Bria could Periscope her day including a rehearsal for a performance
    - Change Wharton Center profile pictures and banners to Bria
    - Write a blog post for the Wharton Center blog promoting her performance
* Marshall Music Partnership
  + Partner with Marshall Music Co. to have an enter to win display at their store. Potential giveaway of band merchandise, 1-month payment of an instrument, or a free lesson.
  + Contact: Dave Klein
    - Private Teacher for trumpet lessons and jazz studies at Marshall Music
    - 3240 E. Saginaw, Lansing, MI 48912
    - 517-337-9700
  + Timeline
    - March 1 (1 month out): Contact Marshall Music about Enter to Win display and possible prizes
    - March 15 (2 weeks before): Confirm prizes and time frame for Enter to Win display
    - April 8 (3 days before): Drop off display
    - April 11-22 (Event): Enter to Win display with Bria Skonberg flyers given to customers.
    - April 25: Winner drawn and announced and prizes awarded.
* JazzJam at The Exchange of Lansing
  + Partner with Green Door to sponsor a night of jazz music. Attendees can enter to win tickets to the performance and we will pass out flyers for the performance. Possible themed drink for the event such as a Bria Breezer, Smooth Skonberg, or Jazzy Jammer
  + Contact: The Exchange of Lansing
    - 314 E. Michigan Ave., Lansing, MI 48933
    - 517-319-4500
  + Potential Act: Smooth Daddy
    - Specializes in Funk/Jazz/Blues/Rock
    - Booked for June 19th, 9:30pm-1:30am; Booked monthly
  + Additional Local Jazz Bands for Hire:
    - Paul Sherwood & The Night Owls Jazz Quartet
      * Contact: Paul Sherwood
      * [paulsherwood@grar.com](mailto:paulsherwood@grar.com)
      * 616-241-0554 ext. 15
    - Steve Somers Band – Classic R&B, Jazz and Blues; up to 14 pieces
      * 734-487-1977
      * http://www.alleyrecords.com/steve-somers.html
  + Timeline
    - February 1 (4 months out): Contact The Exchange to discuss which artist/group would make the best partnership
    - February 15 (3 months out): Confirm the date of the event with The Exchange
    - March 1 (2 months out): Discuss with The Exchange themed beverage and menu special options.
    - March 15 (1 month out): Confirm details regarding themed beverages and menu specials
    - April 1 (2 weeks out): Create necessary promotional flyers for Bria.
    - April 15 (Event): Customers listen to jazz music and enjoy themed drinks and dinner specials. Flyers are given to customers with their bills.
* Songwriters like Skonberg
  + Partner with The Vinyl Side of Midnight, a jazz show on LCC Radio 89.7 on Sunday nights 9pm-Midnight. Invite budding jazz artists to share their story on Facebook/Twitter/Instagram with us. The performer with the most likes is invited on the show to be interviewed. The winner could also be invited to open for Bria.
  + Contact: Mike Stratton
    - Lansing Community College, 89.7FM WLNZ
    - 400 N Capitol Suite 001, Lansing, MI 48901
    - 517-483-1000
    - [wlnzradio@gmail.com](mailto:wlnzradio@gmail.com)
  + Lansing Area Songwriter’s Group Monthly Meeting at Elderly Instruments
    - Third Saturday of every month, 4:00-5:30pm
    - 1100 N Washington Ave., Lansing, MI 48906
    - 517-372-7880
    - [web@elderly.com](mailto:web@elderly.com)
  + Timeline
    - March 1 (1 ½ months out): Contact Mike Stratton regarding contest and decide on a day the winner will be interviewed. Advertise the contest during The Vinyl Side of Midnight radio broadcast.
    - March 19 (1 month out): Contact Lansing Area Songwriter’s Group and inform them of the contest.
    - March 25: (3 weeks out): Promote the contest on the radio show and on Wharton Center’s social media
    - April 15: Voting closes on social media. Winner is decided.
    - April 17: (Event) Winner announced live on the radio show and interviewed the following broadcast.
    - April 24: (Event) Winner is interviewed live on the radio show and opens for Bria on April 27.
* Jazz Coffee Hour
  + Have Bria’s CD play for the night at Espresso Royale or Grand River Coffee Café. We can have a table set up with a display of her CDs, headshots of Bria, and distribute flyers for the performance. Customers can also enter to win tickets.
  + The coffee shop could make a specialty drink, such as Bria’s Brew or Smooth Skonberg, to correspond with the event.
  + Contacts:
    - Espresso Royale
      * 527 E Grand River Ave., East Lansing, MI 48823
      * 517-332-5224
    - Grand River Coffee Café
      * 515 W. Grand River Ave., East Lansing, MI 48823
      * 517-333-7090
      * [info@grandrivercoffeecafe.com](mailto:info@grandrivercoffeecafe.com)
  + Timeline
    - February 15 (2 months out): Contact coffee shops and discuss possibility of playing Bria’s CD one evening.
    - March 1 (1 ½ months out): Decide on venue, date and run times.
    - March 15 (1 month out): Discuss the possibility of specialty drinks to correspond with Bria’s performance with the coffee shop.
    - April 1 (2 weeks out): Confirm specialty menu offerings.
    - April 18 (Event): Customers listen to jazz and order specialty drinks. Each customer receives a flyer promoting Bria’s performance.

**Contacts: \*niche lists**

* Jazz Contacts
  + Deliver flyers and e-blast
* Vocal Contacts
  + E-blast
* Band Contacts
  + E-blast
* Elderly Instruments
  + 1100 N Washington Ave., Lansing, MI 48906
  + 517-372-7880
  + web@elderly.com
* Marshall Music Co.
  + 3240 E. Saginaw, Lansing, MI 48912
  + 517-337-9700