

Promotional Materials

The best performances include the best promotion!
To aid sponsors, the *Lyric Duo* has developed the following materials
for use in advertising and audience building.

These materials are provided at no cost to the sponsor.

1 (888) 838-1612 || lyricduo@yahoo.com

- Posters – These are 11 X 17 posters that contain our name, picture and adequate space for printing the time, date and location of the performance.
- Fliers – Hundreds of 5 X 8 glossy fliers containing the performers photo and biographical information are provided to ensure excellent publicity. These fliers also provide space for printing event information.
- Pictures – A variety of black and white 8 X 10 glossy photos are sent so that sponsors will have a selection for the local papers. Color photos are also available upon request.
- Availability for television, radio and newspaper interviews. We are happy to be available to answer questions that your local press may have to aid in their audience connections.
- Press Kit – a large selection of materials for concert promotion including:
 - Pre-written lead stories and press releases.
 - Additional biographical information about the performers.
 - Public service announcements.
 - Letter to the local music critic.
 - Press Time-Line – Although unnecessary for most sponsors with years of experience, this is an excellent aid for the person who may be serving in this capacity as a committee member or first-timer. It will assist in building an audience for this and future events.