



Event Marketing & Design Services

Tseentertainment.com

Event Marketing

Our team at TSE has noticed over the years that many of our clients struggle with marketing their events, for this reason we have hired more team members to take on both TSE's company marketing and event marketing for those TSE clients that need it.

When you hire TSE Entertainment to handle marketing of your event, you get a whole promotion team dedicated to seeing your event succeed. Our promotions team works for you by researching and building a comprehensive and detailed marketing plan, and based on your required package of services, they will work on a timely schedule to make sure all your marketing efforts stay on target and on budget.

	Essentials	Standard	Premium
Marketing Strategy, plan & Calendar	✓	✓	✓
Social Media Content Creation with Calendar	✓	✓	✓
Online Paid Advertising	✓	✓	✓
Offline Paid Advertising	✓	✓	✓
Event Listing Placement	✓	✓	✓
Creation of Social Media Event		✓	✓
Social Media Posting		✓	✓
Event PR			✓
Creation of Social Media Pages			✓
Search Engine Optimized Event Website			✓
Demographically Targeted Email Campaign			✓
	\$4,995 + ad budget	\$5,995 + ad budget	\$10,895 + ad budget

Pricing is based on 1 month of active event marketing. Plans must start at least two months out from event to provide ample time for research and planning. Premium event marketing is advised for all first-year events that have no prior branding or marketing.

**For any event, it is recommended that the total budget for marketing is at least 10-20% of the overall cost of the event. First time events should budget a minimum of 25 percent of the total budget for marketing.

A la Carte Services and Pricing

Build Event Marketing Strategy, Plan & Calendar \$1,895

SEO Optimized Website Creation \$1,995

Includes landing page (home page) and 4 additional pages. Additional **\$199** for every page after.

*Price does not include website copy.. Please contact team for more advanced web designs with content provided by TSE.

Social Media Marketing \$3,750 (2 months)

- Creation of Social Media pages **\$550**
- Creation of Social Event Pages **\$199**
- Creating content, content copy and content calendar **\$1,950**
- Content Posting **\$995**

Offline Paid Advertising \$349 per month per channel + advertising budget

- Ad creation
- Media Research
- Media Communication & Ad Placement

Online Paid Advertising \$349/month/channel + advertising

- Ad creation
- Ad Audience targeting
- Ad management and optimization

PR \$2,490

- Media Research
- Media Outreach
- Full write-up
- Event Press Release

Placement on all available, surrounding event listing sites \$499

Demographic and Fan-Base Targeted Email Campaign Contact for pricing

Graphic Design

If you are using TSE Entertainment Marketing Services, but don't have designs ready for event branding, social media marketing or advertising, no worries! TSE's promotion team can also create all your design assets. Find pricing for designs you may need below.

Photo-based Designs

1. Social Media Graphic sets **\$129**
2. Concert Posters **\$215 (\$249 for concert poster + correlating social media graphics)**

Illustration-based Designs

1. Social Media Graphics sets **\$179**

2. Concert Posters **\$299** (**\$329** for concert poster + correlating social media graphics)
5. Logo design **starting at \$499**
6. Ad graphics **\$115**

Please provide the most detailed description you can of the design you desire to avoid multiple revisions, along with colors codes (or swatches), photos, logos, fonts, and examples.

**1 month turn-around. Up to 7 free revisions, \$15 for every revision after that.