



Marketing Resources for Performers at McMenamins

To assist in making your show a success, we provide a variety of marketing services at no charge. We also offer room in our Willamette Week ad at very reasonable rates. This sheet will help you to make full use of our resources.

Our basic services and how best to take advantage of them

Your event will receive inclusion in:

1. **Our web schedule** – Your event details, band descriptions (subject to editing), links and images are included on our website (www.mcmenamins.com).
2. **Promotional emails** – Your event details and band descriptions are included in emails that are periodically sent to thousands of people on our lists.
3. **Our concert hotline** – Your event is included on our concert hotline (Inside Line).
4. **In-house postering** – Your event posters, which you design, print and deliver to us, will be hung in the property. (Call your booking contact to determine how many posters you should bring to the venue.)
5. **Our daily “Today in McMenamins” sheet** – A listing of all the day’s events taking place in McMenamins is faxed and emailed for posting in all of our pubs, restaurants, hotels and theaters. This listing also gets posted on our website.
6. **(White Eagle only) Willamette Week strip ad** – We run a regular strip ad in the *Willamette Week*, listing the coming weeks events, sometimes with photos.

Use this checklist to help cover your bases and make the best use of our services.

- ✓ Note my contact information. Information requested below should be sent to me at:

Email (the ideal way to get material to me): mwalker@hq.mcmenamin.com

Phone: (503) 492-5448

Fax: (503) 665-4209

U.S. Mail:

Edgefield, attn: Mike Walker

2126 SW Halsey

Troutdale, OR 97060

(Do NOT send posters to this address.)

- ✓ Provide copy - you might take a look at our website's schedule page (link through at www.mcmenamins.com) and see the show descriptions that are there. As long as your description is of reasonable length and doesn't contain objectionable content, we'll take whatever you sent us and include it in our database. From there your description will be included in our web calendar, emails, media updates, in-house calendars and daily "Today in McMenamins" sheet.
- ✓ Provide miscellaneous details - We'd also like to get this information from you:
Your contact information (both phone and email)
Web addresses (URLs) for you and any other relevant parties
- ✓ Provide images - This is for use on our website and possibly in print ads. Emailed images will be posted relatively quickly, while mailed images will take a while (perhaps forever) to be scanned and posted.
- ✓ Provide posters - Posters should be sent to the venue, NOT to the address above.

Paid advertising presence in Willamette Week ad

McMenamins runs an ad in almost every issue of *Willamette Week*, and there is room available within it for bands to advertise their event. While bands pay for this space directly (this is *not* a shared expense), it's the best possible rate you could find for advertising in this paper. Also, your space would be part of the larger body of McMenamins events (including Crystal Ballroom events, which will also give your ad a more defined profile.

(White Eagle artists - the advertising referred to above is in addition to the regular strip ad that the White Eagle runs every week. You will be listed in that advertisement regardless of whether you purchase your own additional ad space.)

This space is available on a first-come first-served basis, so call me to discuss details or to ask questions.

A final note

After your first event with us, your information and images will be kept on file in our database for future reference. I recommend, however, that you keep an eye on our website and let me know if anything's missing or what changes you'd like to see. While we don't have the largest staff or the biggest resources in the world, we want to do what we can to make your event a success.