

## MARKETING



An aggressive marketing campaign will continue throughout the state of New Mexico. There are three phases to the marketing/promotion plan. First is introduction and Nomination information, February 1 to March 15. Second is the announcement of our honorees and the opening of ticketing in April/May. Finally, our major marketing push will be to promote the show and cause and sell tickets in July and August.

This includes print, broadcast and web-based advertising, extensive public relations and an aggressive Social Media presence. Sponsor logos and mentions will be featured wherever possible, with exclusive sponsor tie-ins available in a one-on-one basis. The marketing plan includes:

- Print advertising in major NM publications.
- Broadcast advertising.
- TV and Radio appearances to promote the event, honorees and sponsors.
- Full PR campaign to promote Platinum Music Awards, facilitate nominations, announce honorees and promote event continuously until August 23. A major Albuquerque PR firm has come on board for this purpose.
- Complete Social Media support including Facebook, [Platinummusicawards.org](http://Platinummusicawards.org) website, Instagram and others.
- Tie in with Lentic marketing and promotional efforts.
- Posters, program with sponsor ads, listings and information.

## n m m c foundation

### A GREAT SHOW

The New Mexico Music Commission Foundation will hold the third annual Platinum Music Awards on Friday, August 23 at the Lentic Performing Arts Center, in Santa Fe, to celebrate the lifetime

achievement of New Mexico's music heroes and icons.

### A GREAT CAUSE

The Awards are also a benefit for Music in the Schools, providing crucial funds and support for the **New Mexico Music Commission's** goal of bringing live music performances and instruction into more classrooms. The Platinum Music Awards support the power of Music.

### A GREAT HONOR

Our six honorees will represent the best of New Mexico's diverse musical heritage. Nominations open February 2019 with honorees announced in April.

### A GREAT SPONSORSHIP OPPORTUNITY

Your sponsorship will not only support this event, but give you visibility in New Mexico through August, in our advertising, social media, website, events and unique sponsor-related activities.

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## SPONSORSHIP BENEFITS & FEES

HONORING NEW MEXICO'S  
MUSICAL HEROES



PLATINUM MUSIC AWARDS

August 23, 2019 • Lentic Performing Arts Center