

St Paul Center Contract: Marketing Addendum

Event Name – Event Date

Speaker host is required to

- I. Designate an individual to oversee on-the-ground parish marketing four weeks after contract signing. This individual will:
 - a. Recruit a committee to help market and assist the event in different capacities.
 - b. Work with the St. Paul Center Event Coordinator and be accountable to them to reach registration goals.
 - c. Assist in organizing and executing the tasks listed below.
- II. Create parish announcements twelve to sixteen weeks (three or four months) before event or earlier.
 - a. The St. Paul Center will provide the parish with a flyer that can be used for promotional marketing.
 - b. The flyer should be printed and placed in parish bulletins and in the narthex and other entrances to the Church.
 - c. A larger poster template will be provided for use on advertising boards.
 - d. Bulletin announcements will be provided as well.
 - e. Electronic templates can be provided if digital marketing methods are available at the parish.
- III. Coordinate email advertising four to six weeks after contract signing and strategically during the promotional process. The St. Paul Center will assist in this process.
 - a. The St. Paul Center can provide an email template to be sent out to the parish email list.
 - b. The St. Paul Center can provide information if the parish desires to design and send their own email.
- IV. Coordinate social media advertising four to six weeks after contract signing and strategically during the promotional process. The St. Paul Center will assist these efforts.
 - a. Post the event on the parish social media page (if applicable).
 - b. Post an image of the poster on the page.
- V. Coordinate diocesan outreach
 - a. Reach out to the appropriate office at the chancery to help publicize the event.
 - b. Approach neighboring parishes and share the event flyer and bulletin announcement with them.
- VI. Oversee parish ticket sales.
 - a. St. Paul Center agrees to provide registration forms for parish ticket sales.

- b. The hosting parish agrees to begin selling tickets approximately twelve weeks (three months) from the event date. Below is the guideline for the handling of these forms:
 - i. Forms from Credit Card sales can be mailed to the St. Paul Center or inputted onto the registration website to be processed.
 - ii. Forms from Cash/Check sales can be mailed to the St. Paul Center to be inputted or the cash/checks can be held by the parish and given to St. Paul Center staff the day of the event. Alternately, the cash/checks can be deposited into the parish account and one check can be written to the St. Paul Center for the amount.
- c. A parish representative (Pastor, Pastoral Associate, Individual selling tickets) should speak at the Masses the weekend before the event and any other weekend tickets are being sold
- d. The St. Paul Center agrees to support those selling tickets as needed.

VII. Ticket Sale Goals

- a. Goals for all ticket sales both online and at the parish level are:
 - i. 50% of tickets sold 10 weeks before the event
 - ii. 75% of tickets sold 6 weeks before the event
 - iii. 90% of tickets sold 3 weeks before the event
 - iv. Event sold out 1 to 2 weeks before the event

Signed: _____ Date: _____
Scheduled Event Representative

Signed: _____ Date: _____
St. Paul Center Representative