



Contract for Marketing and Promotion of Event

Between the St. Paul Center and Event for the event on Date, hereafter referred to as the Scheduled Event. The Scheduled Event agrees to the following:

Committee Team. By 4 weeks after contract signing, the Scheduled Event agrees to designate an individual to manage event marketing. This individual will recruit a committee to help market the event, execute the tasks listed below, and be accountable to the St. Paul Center Event Coordinator to reach the registration goals.

Email. By 4-6 weeks after contract signing, the Scheduled Event agrees to coordinate email advertising. The St. Paul Center will provide an email template to be sent out to the parish email list.

Social Media. By 4-6 weeks after contract signing, the Scheduled Event agrees to coordinate social media advertising. The St. Paul Center will assist in these efforts through social media posts. The parish website should advertise the event.

Announcements and Flyers. By 12-16 weeks prior to the event, the Scheduled Event agrees to post flyers, make Mass announcements, and include an advertisement in the bulletin. The St. Paul Center will provide an event flyer and bulletin announcements. The flyers are to be printed and placed in bulletins, the parish narthex, and Church entrances. Electronic templates can be provided if digital marketing methods are available at the parish.

Diocese. By 12-16 weeks prior to the event, the Scheduled Event agrees to contact the appropriate office at the chancery to help publicize the event. Additionally, the St. Paul Center and the Scheduled Event agree to contact neighboring parishes and share the event flyer and bulletin announcement.

One-the-Ground Ticket Sales. By 12 weeks prior to the event, the Scheduled Event agrees to sell physical tickets after weekend Masses. The St. Paul Center will provide a registration form for these ticket sales.

After each weekend of sales, the forms with credit card sales are to be mailed to the St. Paul Center or inputted to the registration website. The forms with cash/check sales are to be mailed to the St. Paul Center or held by the parish and given to a St. Paul Center staff member the day of the event. Alternately, all on-the-ground ticket sales can be deposited into the parish account and one check written to the St. Paul Center for the amount after the event. In this case, the forms are still to be filled out with the registrant's information and given to the St. Paul Center.

Registration Goals. The Scheduled Event agrees to the following ticket sale goals:

By 10 weeks prior to event	50% tickets sold
By 6 weeks prior to event	75% tickets sold
By 3 weeks prior to event	90% tickets sold
By 1 week prior to event	100% tickets sold

Sign: _____ Date: _____
Scheduled Event Representative

Sign: _____ Date: _____
St. Paul Center Representative