

Publicity Team

Tasks:

- **Design and Print Sale rack cards, and posters**

- Due prior to the October Sales meeting so they can be distributed to sales participants.
- Card should include: date of sale, hours of the sale each day, location, KPG logo, image of relevant pottery, preferably from one or more of the participating potters

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- **Printer Used in the past and currently:**

PrintFusion Inc.
323 Bath Road
Kingston, ON K7M 2X6
(613)389-6611
Attn: Jeff Thurlby
Email: jthurlby@printfusion.ca
Postcards — we print 1,000
Posters — 12 (8.5 x 11) and 3 (11 x 17)

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- **Name tags and table cards**

- print name tags and tables cards for potters

- **Large format advertising signs**

- Signage should include sale dates, times, and location

- Thousand Islands Magnet Signs,

Morgan and Matthew Brumsey, 29 Elgin St. Trenton, ON

Toll Free: 1-833-643-SIGN
Phone: 613-643-8813
Email: thousandislands@magnetsigns.com

Locations for the large format signs:

Glocca Morra Farms – Pat Doyle and Rhonda Evans, Telephone: 613-545-7004-

St. Lawrence College

- **Mail Chimp Newsletter**
 - Send out a News Flash through Mail Chimp two weeks prior to the sale.
 - Use the same design created for the postcards, include the location, the dates and the times of the sale.
- **Digital Media**- Create and send out digital post cards to Tett Centre
- **Social Media** - gather images from sales participants to use and create a social media campaign using Facebook, Instagram and any other relevant social media platform.
- **Print Media** - Contact any print media and online media that is relevant as well as the local tv channel.
- **Distribute cards and Posters**
 - arrange to have print material ready to distribute to participants and any relevant local businesses.
 - Put up posters and signage in the Tett Centre

Marketing List for KPG sales

(updated 2021)

Website <http://kingstonpottersguild.ca>

Email kingstonpottersguild@gmail.com

Facebook @KingstonPottersGuild

Twitter @YGKPottersGuild

Instagram kingstonpottersguild

1 — Visit Kingston (visitkingston.ca)

Complete an online form to list the event on their website

Contact for other ideas of how to get the word out:

Megan Knott (executive director) (megan@visitkingston.ca)

2 — Regional Tourism Organization (we are in the South Eastern Ontario region which is Region 9 (RTO 9) (tourismtalk.ca)(also rto9.ca)

I emailed Lindsay Medeiros (lmedeiros@region9tourism.ca) about promoting the sale,

so she could be a starting point for subsequent sales. The Kingston connection to this organization is Visit Kingston (see above).

3 — Love Kingston (Support Kingston) (supportkingston.ca)
Listed event (copy and image) under Latest News

4 — Kingston Arts Council (<https://www.artskingston.ca>)
Complete an online form to list the event on their website, need to give the organizer's name and email as the submitter

5 — The Garrison Newspaper (thegarrison@forces.gc.ca)
Send an email with the copy text and an image

6 — Kijiji (Kijiji.ca) (Look for Kijiji Kingston)
login: kingstonpottersguild@gmail.com
password: potters1967
Place an "ad" using the copy text

7 — Kingston Community Watch
(<https://globalnews.ca/pages/kingston-community-watch>)
Complete an online form to list the event on their website
8 — Tourism Industry Association of Ontario
(<https://www.tiaontario.ca/cpages/home>)

Complete an online form to list the event on their website

9 — Profile Kingston Magazine
(copy and image need to be sent in early as they have an early deadline)
Contact info: Kath Leverette crotherslek1860@gmail.com

10 — What's On Kingston
(<http://www.whatsonkingston.com>)
Complete a form online to list the event on their online event calendar
Note: I have completed the form for the past two sales, but never did see the event listed when I checked on their event calendar. I sent a couple of emails (couldn't find a phone number) inquiring about this, no reply. It does seem to be an active webpage, so worth it to keep trying?

11 — Tett Centre (arts@tettcentre.org)
Contact Brianne Franklin, Programming and Communication Coordinator
(for the Christmas sale I was in touch with Nicole Daniels who was the interim coordinator at that time)

12 — The Kingstonist (a local news outlet in Kingston and area)
Zoha Khalid (ms.zohakhalid@gmail.com) is the contact to give the info; they also have an online events calendar, but I never did see the info come up after filling out the form a few times

POSSIBLES (never heard back last year)

13 – Muse Magazine

14 – Agnes Etherington Art Centre

15 – Union Gallery

16 – Art Noise

17 – The Queen's Journal