





# Concert Marketing

Student's Full Name \_\_\_\_\_

**Admission for kids under 12 years old is free to all ECYS performances.**

Guest invited to my concert (Full Name)	I invited him/her through (source):	Check if attended	Amount of \$\$ if paid for ticket
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			

**STOP HERE. YOU ARE COMPLETED THIS FORM**

## INSTRUCTIONS TO THE STUDENT REPORT CARD (Form – SRC)

### ATTENDANCE

Every ECYS student is required to maintain his/her own attendance record. The first long cell of the ATTENDANCE table is for the **DATE**, the one under it is for the letter “**P**” if student was present at the rehearsal/concert, or letter “**A**” if student was absent.

Every absence has to have a memo (\*, \*\*, \*\*\*) in a NOTES field with **reason for absence** and a **date of the email to the ECYS** attendance officer with notice.

In case of any issues, misunderstandings or disputes student will be asked to present his/her ATTENDANCE SHEET from REPORT CARD for comparison with ECYS record.

Example:

08/20/2014	08/27/2014	09/03/2014	09/10/2014	Etc.
P	A*	P	P	Etc.

#### **NOTES:**

\*Had a flu with fever. Emailed to [attendance@ecysymphony.com](mailto:attendance@ecysymphony.com) on 08/26/2014 at 2pm

### VOLUNTEER HOURS

Every ECYS student is required to maintain his/her own volunteer hour record. Volunteering is required for every musician’s family (musicians can also volunteer for themselves). All tasks have to be approved or assigned by SUPERVISOR (ECYS officer, volunteer coordinator or director of committee) and signed by that person after completed.

First cell of the VOLUNTEER HOURS table is for the **DATE**, second cell (same row, to the right) is for the **TIME** when assignment started third cell (to the right) is for the **TIME** when volunteer got off duty, fourth cell (to the right) is for the amount of **HOURS** earned that day, fifth cell (to the right) is for the brief **TASK DESCRIPTION** and the last cell (first on a right) is for the **SUPERVISOR’S SIGNATURE** after the task/assignment was completed.

**IMPORTANT:** Every musician is required to volunteer 12 hours in Spring and 10 hours in Fall because it is the only way we can keep this program free of tuition and fees for all musicians involved. Thank you very much for your understanding and help on this matter. It is greatly appreciated by ECYS team.

In case of any issues, misunderstandings or disputes student will be asked to present his/her VOLUNTEER HOURS sheet from REPORT CARD for comparison with ECYS record.

### CONCERT MARKETING

The main goal of ECYS Concert Marketing is to **bring as many people to our performances as possible** to create that special warm and supportive atmosphere our musicians deserve. Inviting your friends, relatives, co-workers and neighbors to your (your child's) concert is also a great way to get in touch with people you didn't recently spend as much time with as you wish to - grandmas and grandpas wouldn't mind to drive to the concert, your old friends will come to enjoy some music and a glass of something with you afterwards, your co-workers will find out how talented and fun your kids are, etc.

East County Youth Symphony will be more than happy to provide complimentary tickets for the private music instructors who would like to see you (your child) on stage or a friend who currently can't afford to purchase a ticket but would like to come. However, there will be a minimum amount of tickets assigned to each musician to sell. In order to be able to do so you will have to invite many people. Do not wait until the week before the concert. Many people are planning their Go Out nights far in advance.

The first cell of a CONCERT MARKETING table is for the guest's **FULL NAME**, second cell (to the right) is to list the **SOURCE** you used (Facebook, twitter, personal email, regular mail, phone call, Skype, etc.), the third cell (to the right) is to mark those guests who **ATTENDED** your concert (yes/no), and the last cell (to the right) is to record the amount of \$\$ guest **PAID** for the ticket (\$15, \$12, \$10 or Comp. (complimentary)).