

Event Marketing Checklist

A list of possibilities to promote your perfect event like a pro!

Branding & Identity

- ☐ Event Logo
- ☐ Event Theme & Color Palette
- ☐ Custom Event Graphics (icons, patterns, or illustrations)
- ☐ Original Ad Concept

Print Marketing Materials

- ☐ Event Invitations
- ☐ Save The Date Invite
- ☐ Postcards
- ☐ Posters
- ☐ Flyers
- ☐ Mailing Services
- ☐ Stickers
- ☐ Shopping Bags
- ☐ Magazine - Print Ads
- ☐ Magazine - Article/Press Release
- ☐ Lawn Signs
- ☐ Outdoor Banners
- ☐ Indoor Standing Banners
- ☐ Digital Billboards

Digital Marketing / Social Media

- ☐ Social Media Graphics
- ☐ Social Media Templates
- ☐ Instagram & Facebook Stories
- ☐ WhatsApp Status Posts
- ☐ Digital Invitations
- ☐ Email Marketing Campaign
- ☐ Online Fundraising Campaign
- ☐ Digital Banner Ads

On-Site Event Materials

- ☐ Entry Tickets
- ☐ Raffle Tickets
- ☐ Auction Coupons
- ☐ Auction Signs
- ☐ Brochures
- ☐ Auction Books
- ☐ Fundraising Journals
- ☐ Pledge Cards
- ☐ Sponsor Sheets
- ☐ Signs - Sponsors
- ☐ Signs - About Organization
- ☐ Sign - Event Schedule
- ☐ Sign - Available Sponsorships
- ☐ Banners
- ☐ Step & Repeat Backdrop
- ☐ Interactive Displays
- ☐ Promo Video

Promotional Products

- ☐ T-Shirts
- ☐ Tote Bags
- ☐ Towels
- ☐ Cups/Water Bottles
- ☐ Pens
- ☐ Placemats
- ☐ Custom Swag Items

Post-Event Materials

- ☐ Thank you cards (print & digital)
- ☐ Event recap graphics for social media
- ☐ Follow-up email templates

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