

# 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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