

EVENTS

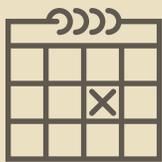
WORKING WITH THE SIERRA COLLEGE MARKETING Department

YOUR EVENTS ARE AWESOME—LET US HELP YOU MAKE THEM EVEN BETTER!

We love Sierra's interesting lectures, educational workshops, great music and theater, fundraisers, fairs and so much more. Every event invites the students, staff, faculty and public to come and enjoy our extraordinary community.

Give us enough time (6 weeks is best), and we can promote your event and get the word out to a wide audience. (Sadly, not every option is available for every project, it depends on staff and equipment resources!)

GOT A DATE? LET US KNOW!



Let us know as soon as you have a date and reliable information about your event, such as speakers, performers, locations, time, and sponsors. The more time we have to promote your event, the more people you will reach.

GET STARTED!

So fill out the Work Order form! It's a fillable PDF. Make sure your supervisor approves with their initials, and then send it over.

Find me on inside.Sierra!

YOU'VE GOT OPTIONS

The Marketing/Public Relations Work Order isn't just for posters. It can include so much more. Each event is different and needs a unique approach. Meet with us, and we can find the perfect promotional package for you. Here are some options we offer:



Website Event Calendar: The best place for all Sierra College events is our calendar. Students, staff and the community can all look at the calendar to find an event for every interest.



Social Media: Did you know that our Facebook page has 32,173 likes? Our Instagram account is thriving with over 17,000 posts, our Twitter feed has more than 2,500 followers, and our Flickr account has more than 13,600 pictures? Our social media presence rocks! Let us get the word out for you to all our followers.

Print Material: With enough notice, we can design efficient promotional items before your event date. We'll make sure your print material reflects your event with professional graphics and our Sierra College Branding. Branding creates a cohesive look, while still maintaining your own event's unique signature.

All event materials need to include the "events" at logo. (The main Sierra College logo isn't used on event posters; it is reserved for official events like commencement. Want to learn more about it? Check out our Branding Guidelines on inside.Sierra.)



We can also put out sandwich boards the week of your event! Flyers, bookmarks, and other print materials are also available.

Press Releases: We have an excellent relationship with local papers and news outlets. Give us enough notice, and we can let the greater community know about your event.

EVENT COUNTDOWN

6-week timeline: create, implement, launch

6

5

4

3

2



Event Calendar	added	✓	✓	✓	✓	✓
Facebook	added				✓	✓
Press Release				written/sent	✓	✓
Posters/Print	design	design	design	proof	print/distribute	✓
Media Alert					written/sent	✓
Sandwich Boards						✓

HAVE QUESTIONS?



Please let us know! Operators are standing by. (Oh wait, no they're not, but we're here 9am–5pm). Give us a call and we'll help get the word out: (916) 660-7272