

## How to Promote “The Sex+Drugs Show” on Your Campus!

**We will work with you at no extra cost to produce/arrange the following promotions:**

- Hang up promotional posters around campus
- Send out event announcement to faculty and staff on campus asking to promote the event to students
- Distribute electronic ad to the student body with a program teaser
- Run an ad in the school newspaper
- Have the campus newspaper conduct an interview with the program Artistic Director
- Make *Sex+Drugs Show* posters/handouts available for all student leaders
- Place table tents in the cafeteria with information about the upcoming event

**Additional promotion ideas:**

- Offer extra credit for attending
- Have give-aways and prizes as a way to draw students if the event isn't mandatory
- Promote on the campus splash page
- Promote to RAs as a floor/residence hall activity
- Place *Sex+Drugs Show* lawn signs around campus (with appropriate approval)
- Conduct an interview with Michael Agnew, Artistic Director, for the campus radio or television station
- Make a banner for a high traffic area like the student center
- Design t-shirts for RAs or campus leaders to wear, or offer as a give-away at event
- Have the campus president/cabinet make an endorsement or announcement
- Partner with the pizza delivery on campus: stickers on pizza box, etc.
- Have *Sex+Drugs Show* bookmarks available in the library on campus
- Distribute YouTube videos
- A week before the event, have daily trivia or facts about substance abuse each day
- Other promotional items: lanyards, bracelets, carabiners, etc.

