

EVENT PROMOTION PACKAGE OVERVIEW

Full-Service Event Marketing & Promotion — Reaching Audiences Across Every Platform

Far West Talent & Promotions delivers results-driven event promotion for concerts, festivals, fairs, corporate events, and private shows. Whether you're filling a 100-seat listening room or a 10,000-seat amphitheater, we bring the strategy, the reach, and the hustle to put people in seats.

500+ SHOWS PROMOTED

20+ YEARS EXPERIENCE

30+ STATES REACHED

100K+ AUDIENCE
REACHED

SERVICE PACKAGES

Choose the package that fits your event — or contact us to build a custom promotion plan.

01

ESSENTIAL

Digital Foundation Package

From \$500

per event / starting price

- ◆ Custom event flyer (digital) — print-ready files included
- ◆ Social media graphics package (Facebook, Instagram, Twitter/X)
- ◆ Social media posting schedule — up to 4 weeks pre-show
- ◆ Event listing submissions (15+ regional and national event sites)
- ◆ Facebook & Instagram event creation and management
- ◆ Basic ticket link promotion across all platforms
- ◆ Post-show performance recap graphic

02

STANDARD

Multi-Channel Campaign Package

From \$1,500

per event / starting price

- ◆ Everything in Essential, plus:
- ◆ Press release — written and distributed to 50+ regional media contacts
- ◆ Radio promotion outreach (regional stations, music directors)
- ◆ Email marketing campaign — up to 3 blasts to segmented list
- ◆ Print flyer design (poster, handbill) — print-ready files provided
- ◆ Spotify / Apple Music pre-save campaign setup
- ◆ Artist feature / interview pitch to local press
- ◆ Advance ticket sale strategy and implementation
- ◆ Weekly reporting on campaign reach and ticket velocity

03

FULL SERVICE

Complete Production Campaign

From \$3,500

per event / custom quote

- ◆ Everything in Standard, plus:
- ◆ Promotional video / reel production (30–60 second social cut)
- ◆ Multi-platform paid ad campaign (Meta, Google, Spotify, YouTube)
- ◆ Sponsorship outreach — identify and pitch local/regional sponsors
- ◆ Street team coordination — physical postering and flyer distribution
- ◆ Influencer & tastemaker outreach (regional bloggers, podcasters)
- ◆ VIP / meet & greet package creation and promotion
- ◆ Cross-promotion with local bars, restaurants, and retail partners
- ◆ Day-of-show social media coverage (stories, live posts)
- ◆ Post-show media report with reach analytics and ticket data
- ◆ Custom strategy call with Far West promotions director

* All packages are customizable. Pricing varies by market, event scale, and lead time. Contact us for a custom quote.

À LA CARTE SERVICES

Add any of the following to any package, or book individually for targeted campaigns.

SERVICE	DESCRIPTION	STARTING AT
Flyer / Poster Design	Custom print or digital event flyer	\$150

Press Release	Written and distributed to regional media	\$250
Email Blast	Single campaign to segmented list	\$200
Social Media Management	Weekly posting for up to 4 weeks	\$350
Paid Ad Campaign	Meta / Google / Spotify targeted ads	\$500 + ad spend
Promotional Video	30–60 sec social media cut	\$600
Radio Promotion	Outreach to regional stations & music directors	\$400
Street Team	Physical postering / flyer distribution (local)	\$300
Sponsorship Outreach	Identify and pitch event sponsors	\$500
Event Listing Submissions	15+ regional and national event calendars	\$100
Post-Show Analytics Report	Reach, engagement, and ticket data recap	\$200

HOW IT WORKS



EVENT PROMOTION REQUEST FORM

Complete and return to Far West Talent & Promotions. We respond within 48 business hours.

CONTACT INFORMATION

Contact Name
Organization / Venue
Phone Number
Email Address

EVENT DETAILS

Event Name / Title	
Event Date	
Venue Name	
Venue Address / City	
Expected Attendance	
Ticket Price(s)	
Ticketing Platform	
Event Type	<input type="checkbox"/> Concert <input type="checkbox"/> Festival <input type="checkbox"/> Fair <input type="checkbox"/> Corporate <input type="checkbox"/> Private <input type="checkbox"/> Other

ARTIST / TALENT

Headliner Name

Support Acts (if any)

Genre(s)

Artist Social Media / Website

PACKAGE SELECTION

Package Essential (from \$500) Standard (from \$1,500) Full Service (from \$3,500) Custom / Unsure

À La Carte Services Needed

Promotion Start Date

Total Promotion Budget

Ad Spend Budget Under \$500 \$500–\$1,000 \$1,000–\$2,500 \$2,500+ N/A

GOALS & ADDITIONAL NOTES

How did you hear about us? Referral Google Social Media Previous Client Other

SIGNATURE

Authorized Signature

Date

Printed Name

Title / Organization

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