

Dear Event Coordinator,

It's 2011! And I know that means you are probably looking to plan your next big event. This year, in an effort to help you out, I have done some of the leg work for you.

Key Lime Creative has been doing event marketing for various events for the last 5 years and we think we have a handle on exactly what you will need to get the job done with as little running around as possible!

In this package will find various standard event marketing kits, these were formulated from past event clients such as Cargill's Pickin' by the Pond, Bluewater Summer Playhouse and Big Sisters Christmas Tour of Homes.

We've added some freebies in the kits to help keep your budget in line and make the most of your advertising dollars. If you see something you like from a different kit, need different quantities or don't think you will need one of the pieces, just let us know and we will create a custom kit just for your event.

All of this information will be available on line at www.keylimecreative.ca/EVMkits so that you can easily share with your fellow committee member's.

If you would like to see samples of past work so you can see for yourself the high quality of the Design and Printing, please let me know and I will send you some.

I look forward to helping you make your event successful this year! Please don't hesitate to call, e-mail or stop by if you have any questions.

Happy Event Planning!

Jennifer Harris
Key Lime Creative

Ask me about adding one of these QR Codes to your design. It's free and easy!



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EVM Kit 1

100	8.5x11 Posters (Free Design & Printing!)
50	11x17 Posters
250	Committee Cards (2S BC) (Free Design & Printing!)
2500	4 x 6 Post Cards
2500	Raffle Tickets (Books of 10 & Numbered)
1000	12 page Program Books (8.5x5.5) + upgrade to 16 pgs Free
1000	Tickets (1S BC) (Free Printing!)
100	Thank You Cards (8.5x5.5)
100	Plain White Envelopes (Included Free!)

Total Value of Kit:
\$3999.00*

With Freebies, your cost is:

\$3449.00*

EVM Kit 2

50	11x17 Posters (OR 100 8.5 x11 posters)
250	Committee Cards (2S BC)
2500	4 x 6 Post Cards
1000	8 page Program Books (8.5x5.5) + Plus upgrade to 12 page book for free

Total Value of Kit:
\$2799.00*

With Freebies, your cost is:

\$2395.00*

Upgrade to
16 page book
for
\$299

EVM Kit 3

2000	Raffle tickets (books of 10 & Numbered)
1000	8 page Program Books (8.5x5.5)
100	8.5x11 Posters (Free!)

Total Value of Kit:
\$2335.00*

With Freebies, your cost is:

\$1999.00*

Add
1000 Raffle
Tickets for
\$125

EVM Kit 4

100	8.5x11 Posters (Free Design!)
50	11x17 Posters
100	Committee Cards (2S BC) (Free!)
2500	4 x 6 Post Cards
500	Tickets (1S BC) + 500 Free Tickets
50	Thank You Cards (8.5x5.5)
50	Plain White Envelopes (Included Free!)

Total Value of Kit:
\$1389.00*

With Freebies, your cost is:

\$999.00*

Add
2500 Post Cards
or
UpGrade to 2500
4x9" Rack Cards
for
\$125

EVM Kit 5

5000	4x6 post cards or 2500 4x9" Rack Cards
50	8.5x11 Posters (+ 50 free posters)

Total Value of Kit:
\$849.00*

With Freebies, your cost is:

\$799.00*



Details about each Item:

Posters: The posters come in 2 Sizes, 8.5x11” or 11x17”. They are printed on 80 lb gloss stock with a bleed - that means no unsightly, uneven white borders around the edges. The small sized posters can be folded up and dropped into the mail to send to other communities easily.

Committee Cards: Committee cards are business card sized printed on 14 pt gloss stock double sided. On the first side it will have your event name and dates and on the other side - a listing of all your committee members and their phone numbers or e-mail addresses. These little cards may seem insignificant but they are really useful when you are out trying to sell your advertising space or sponsorships.

Tickets: These are great for advanced door tickets and since they are printed the same size as a business card 3.5 x 2”, they fit well into anyone’s wallet.

Post Cards: Post Cards are **the #1 traditional marketing tool**, they have the highest return on investment at a 15-20% return compared to a newspaper ad at less than 1%. You can pack a lot of information onto these little 4x6” cards. They are printed on 14 pt gloss card stock as well.

Rack Cards: These 4x9” cards are printed on the same stock as post cards. They are virtually the same thing with a little bit more room on them - they also stand up well in a brochure rack, replacing the traditional 3 fold brochure.

Raffle Tickets: With a card backing, double stapled and perforated these raffle tickets are a great addition to any event. And in books of ten that are individually numbered they are easy to keep track of.

Program Books: For one or more day events the program books come in handy to let your guests know the housekeeping rules and the event’s schedule. This is also a great way to show off your sponsors by giving them advertising space or selling it to bring in additional revenues to your event. These souvenir type books are printed in full colour on 80 lb gloss stock and are saddle stitched. They come in 8-64 pages and 2 different sizes. They are also printed in full colour.

Thank You Cards: Your event would happen with out the help from your volunteers or sponsors. Don’t forget to say thank you! The thank you cards are greeting card sized, printed on writable gloss 14 pt stock and come with plain white envelopes.

Additional items you can add to your Kit:

Stand Up Banners
Vinyl Banners
Stickers
Magnets

Pocket Folders
Fold out Maps
Name Tags
Buttons

Facebook Ads
Website Ads
Newsprint Ads
Promotional Items

Event Websites

