

## WELCOME TO THE STAGE: PROMOTION & MARKETING GUIDE FOR PERFORMERS AT THE COMPOSERS ROOM

At The Composers Room, we are thrilled to have you on our stage. Your talent adds to the vibrant heartbeat of our venue, and we're here to support you every step of the way. Now that your show is confirmed, it's time to shine—and promote.

Below is a breakdown of how **TCR markets your show**, along with **key tips to help make your performance a packed success**.

### HOW WE MARKET YOUR SHOW

#### 1. Email Announcements

- Upon going on sale, your show will be included in our email blast to **5,000+ subscribers** on our mailing list.
- Your show will also appear in **two weekly newsletters** (sent Mondays and Fridays) during the week of your performance.

#### 2. Facebook Event Integration

- Your show will be added to our **Facebook Events** page with you listed as a **co-host**.
- Please **follow @thecomposersroom** on Facebook to enable us to add you. We are unable to tag or list you if you're not connected.

#### 3. Digital & Print Visibility

- Your show is listed in our **monthly print magazine**, distributed to all patrons visiting TCR.
- **Showlounge performers** are featured on our **digital billboard** located at **Sahara & Las Vegas Blvd**. A **high-resolution promotional photo** is required for this placement.

#### 4. Ticketing Visibility

- Your tickets are available through **Universe**, a Ticketmaster affiliate platform. That means your event is also listed on **Ticketmaster.com**.
- Universe automatically generates a **Meta (Facebook/Instagram) social post** with a clickable ticket link.
- If you have a Bands In Town Account, list your show.

## 5. Media Outreach

- At the start of each month, our **PR team sends a complete press listing** to media outlets. If earned media interest is generated, we'll notify you.

## WHAT YOU CAN DO TO BOOST YOUR SHOW

### SOCIAL MEDIA IS KEY

We do not create reels or IG Stories for individual shows, but we strongly encourage you to:

- **Post regularly** on your own platforms
- Tag and **add @thecomposersroomlv as a collaborator**
- We'll accept the tag and **share your posts and stories**

### SUBMIT A GREAT PHOTO

- A **high-resolution (300dpi) image** is required for billboard and print. Avoid grainy or low-res social media screenshots.

### SHARE YOUR TICKET LINK

- Add your **Universe or Ticketmaster ticket link** to all social posts, bios, and promo materials.
- **TALK TO YOUR FANS**
- Engage your audience with sneak peeks, rehearsals, shoutouts, and behind-the-scenes content.
- Invite your network early and often—audiences love reminders and personal invites.

## TOGETHER, WE PACK THE ROOM

Marketing is a partnership. Our team is committed to promoting your performance across multiple platforms. With your help on social media and outreach, we can ensure your show gets the attention it deserves. If you have any questions, promotional assets, or ideas—reach out. We're happy to help.

Here's to a successful, sold-out night at The Composers Room!

@thecomposersroomlv | [thecomposersroom.com](https://thecomposersroom.com)

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