

Making Your Own Event Promotional Flyer

- ✓ **WHAT** exactly are you advertising? Get to the point, keep it short and simple
- ✓ **WHO** is putting this on? This doesn't have to be very large, but make it large enough so people will know who is presenting this. Always identify CBA/ABATE of North Carolina!
- ✓ **WHEN** is this happening? This should be secondary to **WHAT**. People don't want to have to search for dates.
- ✓ **WHERE** and **WHAT TIME**? Tell the people where this event will take place and at what time. This should also be large, but not as large as **WHAT** or **WHEN**. Directions should be placed at the bottom.
- ✓ **EVENTS**. This is where you give the people reasons to attend. What they will get for their money or involvement. These items can be bold for effect.
- ✓ **HOW MUCH**? Admission price. This doesn't have to be large or bold.
- ✓ **DIRECTIONS**. This is where you put all the extra information people will need to know in order to attend.
- ✓ **FOR MORE INFORMATION**. This is **VERY** important. If you do not sufficiently answer any questions about this event on the flyer, they need a telephone number for information.
- ✓ **ARTWORK** of some kind will get the attention of someone just glancing at the flyer (especially when it is next to others). You are trying to get attention and this is one of the best ways to do it.

Things to remember.....no reference to alcohol sales.....use something like "Cold Beverages Available" and also.....no lewd references.....remember we don't know who is looking at this.