

CARSON & BARNES PROMOTION PACKAGES

Carson & Barnes Circus is pleased to provide your organization with the enclosed promotions as described below. Each package contains posters, instructions and the prizes, generally free tickets to the circus, so that you do not have to use your advance tickets as prizes. They are designed to help increase circus awareness and attendance as well as to bring people into the participating businesses. You are welcome to use any or all of these and are free to modify them to best suit your community. We would also be happy to discuss any promotions that you design to see if it can work in your area.

However, please keep in mind that no promotion is helpful without publicity and you should remind those doing these promotions of their responsibility in that regard. We also request that you help assure that these promotions are not abused and that any unused ones be returned to the circus.

- **Dress Up Like a Clown Contest (Clown)**

This is geared for children under 12 and requires that the sponsoring organization picks a site, sets a date for judging the winner and advertises the contest. Included in the package are posters, advertising and a pass giving the winner and his/her family free admission to the circus along with free admission and certificates for all entrants.

- **Guess Susie's Weight Contest (GSW)**

Susie is a full-grown adult Asian elephant and this contest revolves around guessing her weight. The correct answer is included in the package in a sealed envelope along with entry forms, posters and advertising material and a pass for a family (up to 6) to be awarded to the person coming the closest to guessing Susie's weight. Prizes could also be awarded to the next closest entrants as well.

- **Read to Earn Promotion (Read)**

This is generally used in either the town's library or in the schools and provides free circus tickets to children under 12 reading either a set number of pages or books, etc., at the librarian's or the school's discretion. Posters, instructions and the free tickets to be given to the children completing the reading program are included in the package.

- **Ringmaster Essay Contest (Ring)**

This can be conducted through the schools or other organizations and requires that children under 12 write an essay about why they would like to be a ringmaster. First and second place winners receive a family pass to the circus and get to meet John Moss, the circus ringmaster, and make an announcement. Third, fourth and fifth

winners are also admitted free. Posters, prizes and instructions are included in the package. Good promotional value is obtained through publishing the winning essays in your newspapers and/or reading them on the radio.

- **Subscription Promotion (Sub)**

This is for your newspaper(s) and involves having the paper give away a free circus ticket with every new or renewed subscription to the paper. Posters, tickets and instructions are included.

- **Elephant Ride Drawing (ER)**

This promotion can be sponsored by any business or media outlet with entrance slips being deposited in a box for a later drawing of the winners of elephant ride tickets. These tickets can be used only at the circus and winners must purchase a circus ticket to get their elephant ride. Promotional material, instructions and tickets are provided in the package.

- **Radio Quiz Ticket Giveaways**

This promotion features a circus trivia quiz, which the station can use to give away adult passes. In exchange for this the station is encouraged to promote the circus with additional Public Service Announcements (PSA's) and other on-air mentions.