

# KIDS MUSIC DAY EVENT & PROMOTION IDEAS

## PROMOTION IDEAS:

### Kids Music Day Sale:

- Waive or reduce new registration fees
- Free trial lesson or class
- Buy one month's worth of lessons, get a lesson free
- 10%, 15%, 20% etc. off first month's lessons
- 10%, 15%, 20% etc. off select items (instruments, accessories or school/store branded merch or select brands)

## EVENT IDEAS:

- Drive-In Concert / Show (for students & families only or open to the public). If you don't have the parking space for it, see if a local business is willing to share their parking lot with you – especially off hours.
- Virtual Musical Instrument Petting Zoo / Show & Tell: Current students can talk about the part of the instrument, show how to play it and then play a piece/song. The same goes with teachers.
- LIVE streamed student performances / showcase / recital
- Open-mics for kids
- Musical instrument donation drive (Need ideas of who to donate to? Ask us!)
- Facebook Watch Parties: Schedule a re-broadcast of previous events geared towards children, student recitals, etc.
- Virtual workshops (how to care for a particular instrument, the ins & outs of a particular instrument, how to... or What is...The Suzuki Method, learn about composers & musicians from around the world, etc.)
- LIVE Virtual Open House – show off your school/store, teachers, instruments
- LIVE Music Trivia or other game about musical instruments, etc.
- Sing-a-Longs (all ages or specific ages – great for music & movement groups)