



Marketing Your Event

How to put the spotlight on YOUR event!



First things first: EVR

- Make sure you get your event approved through the Virtual EMS system – submit your event's EvR at reservations.sandiego.edu!
- Do this as early as possible
- NOTE: If funding is received from ASBC, the ASG logo is required on all marketing material



MyPostings

- Allows events to be posted to the MySanDiego portal, the USD homepage, or USD news and events
- The MyPostings website allows you to enter in events information and to which areas/departments on campus you would like the event advertised
 - Department Websites: Torero Life
 - *Make sure to tag Torero Life to include events in Blue Buzz email



Creative Zone Resources

- SLP 302
- FREE Supplies (Poster/Colored Paper, Paints, crafting supplies, etc.)
- Check out Blue Tape, A-Frames, clipboards, games, chafing dishes, etc. for NO CHARGE
- Additional services: button-making, balloons, poster printing, copying, and faxing/scanning
- Cash boxes can also be rented from the CZ (necessary step in Cash Handling Process)
 - Must meet with Involvement Consultant before renting cash box

*A full list of available Creative Zone resources and prices can be found in the Creative Zone (SLP 302) and on the [Creative Zone website](#)



Graphic Design Work

- **FREE GRAPHIC DESIGN WORK** – posters, flyers, logos or electronic marketing
- **Graphic Design Request Process:**
 - “Submit Creative Zone Request” on [CZ website](#) at least **THREE WEEKS IN ADVANCE OF YOUR EVENT**
 - You will be contacted within 72 hours confirming your request
 - The design process lasts approximately 2 weeks. During the third week, you will be asked to proof the created pieces.
 - After final approval, you will receive a digital copy



Tips for requesting Graphic Design work:

- 1.) **Plan ahead! As soon as you know your event/program details, fill out your Graphic Design request. Make sure to include a deadline that gives you enough time to advertise your event/program after the entire marketing request process has been completed.**
- 2.) **The actual design process lasts approximately two weeks. Once the proofing process begins, you will only have two opportunities to make edits before no more changes can be made. It may be beneficial to schedule an in-person meeting with your assigned Graphic Designer to go over your ideas.**
- 3.) **Marketing requests should be submitted three weeks in advance of when you want to begin your marketing plan. Requests submitted less than three weeks in advance will only be accepted if the graphic design team's workload permits.**



Posters

- All posters are **REQUIRED** to include:
 - Event Date
 - Event Time
 - Event Location
 - Sponsoring Organization/Department
 - Contact information

Note:

*Adhering any materials to walls or doors is strictly prohibited – indoors and outdoors.

*Only blue tape can be used to hang materials. Blue tape can be rented from the Creative Zone for no charge.



Kiosks and Bulletin Boards

- **To post on Kiosks or Bulletin Boards**
 - **No larger than 8.5” x 11”**
 - **NO Brightly Colored Paper**
 - **Posted one week in advance of event**
 - **Maximum of 8 copies allowed for posting**
- **Kiosks and bulletin boards are cleaned weekly. If event is several weeks out, you will have to repost**
- **No approval is required for UC/SLP boards**



Electronic Displays

- Get your event info on the TVs in the UC and SLP!
- Flyers
 - Visit www.sandiego.edu/ucslpdisplays/
 - Complete the online form under the “Posting a Flyer” heading
- Videos
 - Please bring videos on a portable storage device (USB drive, etc) to SLP 302 for approval

*Technical requirements for both flyers and videos can be found at [UC/SLP Display website](#) under the “Technical Requirements” heading.



Advertising on Marquees

- Marquees can be used for event promotion and community awareness. Requests must be made in connection with an event that has a planned attendance of at least 50 people and is open to the entire USD community.
- Marquee request forms should be completed at least two weeks in advance of the event. An email response will be sent to the requestor approving or denying the request.

*NOTE: There is a maximum character limit of 17 characters per line for marquee advertisements.

*Questions? Email: marquee@sandiego.edu



Residence Halls

- Email mikedils@sandiego.edu for approval, which may take up to one week
- Further instructions will be given after approval
- Copies of approved flyers can be delivered to Missions Crossroads

*Residential Life is not responsible for printing flyers to be distributed.



The Blue Buzz

- A calendar for the week's events which is sent to the student body at the beginning of every week
- Any event submitted through the Virtual EMS or the Torero Life MyPostings page that is open to the USD Student Body is eligible to be placed on Blue Buzz
- To get your event on the Blue Buzz:
 - Submit an EvR (required for all student org events!)
 - Fill out a MyPostings Request - Make sure to tag Torero Life!



Social Media: Torero Life

- You can work with the CZ to display marketing for your event (ie. posting your flyers on different Torero Life accounts)
- Only for events open to entire USD student body
- For Facebook, visit the CZ to request that your flyer be posted on the Torero Life Facebook page
- For Instagram, tag the Torero Life account (@torerolife) and request that it be reposted in the caption or direct message
Torero Life



Mass Emails and Push Notifications

- **Emails and Push Notifications can also be sent to the USD student population regarding your event**
- **Generally a more strict approval process**
- **Only events open to the entire USD student body may be advertised through mass email/push notifications. One email may be sent per event.**
- **Email Kenny Eng keng@sandiego.edu with mass email/push notification requests**



ToreroOrgs

- **Use the Event Flyer Board!**
- **Look for the “Create Event” button on the Event tab in your organization’s ToreroOrgs page**
- **Submit event details (and any flyer!), and it will be posted on the home page for ToreroOrgs**



If you have any questions regarding the material in this pamphlet, please contact the Involvement Consultants:

Involvement Consultant Desk – SLP 308

IC Desk Hours – Mon-Thurs: 9AM-7PM, Fri:
9AM-5PM

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