

# 2014

# SATURDAY OCTOBER 4

# 24 HOUR COMICS DAY

## Before 24-Hour Comics Day

- ⌚ Find participants
- ⌚ Find local business partners
- ⌚ Advertise

### Finding Participants

- Customers and their families
- Local high school and university students
- Patrons of local galleries and coffee houses

If you have a comic book store, you have a ready supply of potential creators. Let them know about the event! Have your employees mention it and personally encourage everyone to attend. Flyers, web page announcements, and newsletter announcements are all important, but a personal touch will likely be the most successful.

If you are a 24-Hour Comics Day host organization without a store, be sure to work with the comic book stores in your area, as well as plugging the event at the meetings of your organization. You will likely have a higher attendance if you get more people involved in spreading the word.

As the day approaches, start using your social networking sites to get the word out. Plug the event via Facebook, Twitter, and Foursquare. Start with a notification or two a month before the event. Two weeks before mention it again. Mention it again at a week out, and then every day on the last three days before 24-Hour Comics Day begins.

Don't limit yourself only to your current customers. Artists are out there! Get them into your store. Work with local grade school and high school art teachers to get the word out to their students.

Contact local libraries and work with librarians to invite patrons to try a 24-hour comic. Don't forget local universities, community colleges and art schools. Contact the art departments and see if you can put up flyers on campus or, better yet, see if the teachers will speak directly to their students concerning the event.

Another great place to advertise your 24HCD event is at local galleries. Contact any art galleries, both commercial and public, and see if you can post your flyers. Coffee houses can be hotbeds of artist activity. Get flyers into them as well.

Don't forget to offer to reciprocate with any company or group that is willing to place your flyers into their location. It demonstrates that you are willing to work together for your mutual benefit rather than just asking for a favor.

Remember: not only are you advertising this event but you are advertising your store, venue or organization. You are identifying it as a place where fun and interesting things happen. You are encouraging people to see your store as a part of the community.

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### Finding local business partners

Some possibilities include:

- Art supply stores
- Specialty teacher supply outlets
- Department stores,
- Restaurants, Sandwich Shops, Pizza Places, and Coffee Shops
- Beverage distributors
- Grocery Stores

Although artists will likely bring their own supplies, it's a good idea for a store to have basic materials on hand for your participants. A supply of Bristol Paper or copy paper will be appreciated by your participants, including a selection of pencils and pens. Be sure to have a sharpener on hand, preferably electric. Erasers and liquid paper will be useful as well. You may find that only a few people will utilize the supplies that you provide, but your efforts at providing them will be appreciated.

Sponsorships for these items may be worked out with art supply stores or specialty teacher supply businesses. If you are not able to find a sponsor from either of these sources you may have to branch out to office supply stores or even department stores. Start with the art supply stores first because they may be willing to provide you with experts who will be able to help your creators to make best use of their products. They may also be willing to provide prizes or discounts for your participants.

Work with local restaurants, beverage distributors and grocers to provide your hungry and thirsty participants with the food and drink that they need. Pizza places, breakfast bistros, sandwich shops and major beverage bottlers have worked with individual venues in the past. Grocery stores may be willing to provide cakes and vegetable trays. Coffee shops may be willing to provide your participants with coffee and pastries or cookies. Go back to visit with the places you left flyers with and see if they wish to participate in this manner. At worst, bring a coffee maker in from home and provide coffee yourself. At 2 a.m. it will be appreciated. So will energy drinks!

**Remember to Credit Your Sponsors.** Encourage them to provide you with signage, flyers and business cards that you can put out with their offerings. If they are unable to provide them you should be able to print something simple out yourself. Be sure to take pictures of your participants using what they provide and send those pictures to them for their use. Try your best to include your store name and logo in those pictures whenever possible so that you will get additional advertising if your sponsors use these pictures of the event.

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### Advertise

Options for promotion and advertising may include:

- Local community calendars
- Press releases: newspapers and TV
- ComicsPRO press releases
- Flyers around town
- Social media and web ads

You are spending a lot of time and effort on your 24 Hour Comic Book Day Event. Maximize your return on that investment by getting the word out to your different media outlets. Most newspapers and online news sites have an "Local Events" section or "Community Calendar", as will some radio stations (especially public radio) and some cable television stations (like local public access programs). You will generally need to get word out to these outlets **three or four weeks before the event** to have them listed or mentioned in these sections. Be sure to use this free service to get the word out. Be aware that many of these outlets have specific format restrictions, such as length of the message or content. Remember to ask about format and file requirements if you are supplying graphics.

**ComicsPRO members:** Don't forget to update your media contacts with the main ComicsPRO office. Send the name of your local media outlets, along with the email address for the entertainment department or general news desk, to [info@comicspro.org](mailto:info@comicspro.org) by September 15. ComicsPRO will send their national press release about 24-Hour Comics Day to your area with your individual store information included in the release. (Interested in having the trade association work for your store during 24-Hour Comics Day and all year long? You can find information about joining ComicsPRO at [www.comicspro.org](http://www.comicspro.org).)

In addition to being included in the ComicsPRO press releases, each venue should send out their own press releases. Either customize the press release included in this kit, or create your own! Be sure to send it to both the general news office and also directly to the arts desk and the community desk. Send your first press release about your event 2 or 3 weeks before the event date, and then another "photo opportunity reminder" a few days before the event.

Be prepared for the media to show up to your event. In some cases the members of the media may call ahead, but there is always the chance that they will simply show up. Have your most personable employee prepared to show visitors around, explain the event and represent your venue positively in any interviews.

Of course, there are many paid options for advertising an event as well. Depending on your budget and expectations, you can look into these options, from newspapers to web sites to sponsorship of similar events.

We have included a basic 24-Hour Comics Day flyer in this kit. You can add your venue information to the flyer in the blank white spaces and make copies, or design your own flyer! Kit materials may also be available online at [www.24hourcomicsday.com](http://www.24hourcomicsday.com).



**ComicsPRO**  
Comics Professional Retail Organization

24HCD is administered by ComicsPRO, the trade association for comic book retailers  
[www.comicspro.org](http://www.comicspro.org) - 920 East Orangethorpe, Ste. C Anaheim, CA 92801

24-Hour Comics Day was founded by Nat Gerfler  
24-Hour Comics Challenge invented by Scott McCloud