



How can I promote our "Murder" with...

# Money Penny Productions

Interactive Murder Mystery Events

**I know when. I know where.  
But who...?**

First, you'll request a quote from us by contacting Money Penny Productions either by email or telephone. We base our quotes on the venue location, season, and lastly, audience size. Once you have the quote and want to continue with the booking we'll ask you to complete a short form confirming in writing the details. This form will then be transferred into a contract which after a signature means your event is confirmed with us (\*). **Now you'll need an audience!**

**If you are selling tickets to a general public audience LET US KNOW.** Unlike other companies, Money Penny Productions doesn't enjoy an empty space: We want your Murder to be as successful and stress-free in execution (*pardon the pun*) as possible. To help you we can provide you with the following items all of which are inclusive of the price:

- ✓ 1 x A4 Colour poster design in a .pdf format (like this file) which can be printed, emailed or added to a website. This poster is specific to your event and will contain your details not ours.
- ✓ 100 x Colour Print postcards. These can take up to 14 days to have designed, printed and supplied so arrange these as early as possible.
- ✓ Listing on our website with active hyperlinks to your web and sales email.
- ✓ Disk of "Promotional Images". High Resolution for print.

## Contact Details

### Money Penny Productions

**Telephone: 0870-90-40-007**

em@il: [sales@moneypennyproductions.co.uk](mailto:sales@moneypennyproductions.co.uk)

web: [www.moneypennyproductions.co.uk](http://www.moneypennyproductions.co.uk)

Money Penny Productions are based in the UK

**We will ask you to provide us with the following information to help us promote your event:**

1. CONFIRM VENUE TITLE?
2. CONFIRM VENUE ADDRESS?
3. CONFIRM DATE OF EVENT?
4. CONTACT NAME FOR TICKETS?
5. CONTACT TELEPHONE NUMBER FOR TICKETS?
6. TICKET PRICE PER PERSON (£)?
7. MEAL STRUCTURE (if any. Eg. 3 course, buffet, etc.) AND ACCOMODATION RATE?
8. LOGO IN .jpg FORMAT
9. CONTACT EMAIL ADDRESS FOR TICKETS?
10. WEB SITE ADDRESS HYPERLINK?

**Eight other useful ways to promote your event include...**

1. Add your event details to [www.wherewecanwego.com](http://www.wherewecanwego.com) – it's free and has links with the Daily Telegraph "What's On" website.
2. Our poster design can be reduced to A5 sizing for cheaper and easier distribution.
3. Create a contact and email list now! 91% of clients book another Money Penny Murder Mystery Event within a year and that list will make life easier next time.
4. Build a programme of events. People book events up to 18 month ahead of them taking place so what else can you shout about?
5. Promote in-house as well as out. eg. Health Club, BNI breakfast meetings, Round-table, Rotary and many more. They already like the service you provide so why not compliment it with an event?
6. List it on your website – possibly the most common thing is to forget to do this. And whilst we're talking IT you could add the details to any outgoing emails sent as well.
7. Invite the press and show-off. The event can turn a profit for you by encouraging passers by to actually visit you for their wedding, business meeting, private party. They never knew service was so good because there had never been a good reason to stop and try.
8. If you want short print runs (100-250) then consider [www.vistaprint.co.uk](http://www.vistaprint.co.uk) They are quick, low costing and Money Penny Productions can even provide a design for you to use!

General Enquiry

Preparing for Sale

Promotion

Running an Event