

- EVOLVE
BRANDING
- EFFECTIVE
MEDIA/PR
- ONLINE
INTERACTIVE
- PLAN
EVENTS**
- PARTNER &
PROMOTE
- COMPELLING
WRITING & DESIGN
- MARKET
RESEARCH
- ACTIVATE
GUERRILLA
- DRIVE
FUNDRAISING
- RALLY
CAUSES
- EFFICIENT
AD BUYING

Testimonial

Repertory Dance Theatre
 "They have fantastic connections and relationships that they've fostered through work in arts, business and politics. These connections help our organization succeed. This has been particularly helpful with our fundraiser Charette, and after parties for Studio D."
 - Cynthia Yeo
 pr & marketing director

Human Rights Campaign
 I would like to express my thoughts on how extraordinary Foursight Partners are with public relations and event planning. They are approachable, professional, and have an excellent understanding of all tools and technologies appropriate to the industry.

They have an effective organizational plan for dealing with media, and maintain memberships in professional societies and communities. I have had the pleasure of working one-on-one with Foursight Partners on a couple of events. They have executed brilliantly.

I would recommend Foursight Partners to any organization and I look forward to working with them in the future.
 - Luana Chilelli
 board of governors

PLAN EVENTS

planning, execution and publicity

Overview

It's that time of year; the thing you dread annually. It could be your annual fundraiser, a celebration, a festival. Whatever it is, to you it means endless amounts of overtime and stress. We know, through our many years in the nonprofit, political, and cause marketing arenas, that you're understaffed, underfunded, and probably, overwhelmed.

Enter Foursight Partners. When it comes to events, we're in our element. We will work with you to make your event fabulous, seamless, and stress-free. We are OCD, detail-oriented personalities who also know how to party, celebrate, and fundraise.

Execution

Foursight Partners can be there for every step of the process, from strategy and messaging to detail-oriented planning and promotion. It's about finding the right fit for your organization.

Marketing & Public Relations Checklist

- ☑ Develop brand or sub-brand for event based on strategy, vision and values
- ☑ Create communication schedule and key messaging
- ☑ Contact relevant partners to plan for cross-promotion
- ☑ Create fliers, postcards and/or other print materials
- ☑ Guerilla marketing
- ☑ Viral video
- ☑ Promote on website
- ☑ Buy print, web and outdoor ads
- ☑ Community calendar listing
- ☑ Create press kit
- ☑ Public relations for weeklies and monthlies in advance
- ☑ Public relations for dailies, TV and radio
- ☑ Twitter and Facebook
- ☑ Day-of media relations
- ☑ Live event coverage via social media
- ☑ Follow up with partners and press

Work Examples

- Flow Yoga SLC
- Graywhale Music
- Human Rights Campaign
- People's Market
- Record Store Day
- Salty Cricket
- Tour of Utah
- Tracy Aviary
- USUO's Vivace Program
- Utah Cultural Alliance
- Utah Free Media
- Utah United Arts & Music
- Young Democrats of Utah

Organizational Checklist

- ☑ Choose date and location
- ☑ Determine name, find the certain something that makes our event unique
- ☑ Pick entertainment, caterers, set event outline
- ☑ Permits and insurance
- ☑ Find fundraising items for silent auctions, raffles, verbal auctions, etc.
- ☑ Create event program
- ☑ Find sponsors, table captains, tickets on sale
- ☑ Identify and train staff
- ☑ Have a great party when it's finally time for your event!

About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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