

# KIDS MUSIC DAY EVENT & PROMOTION IDEAS

(Kids Music Day events & promotions can be held anytime between 9/26 – 10/12)

## KIDS MUSIC DAY EVENT IDEAS:

- Musical Instrument Petting Zoo – Offer a “*please touch museum*” experience for kids and musical instruments. This could be at your location or as part of a community fair or festival. Keep Music Alive over 100 of these events every year and they are a great way to introduce kids (and adults) to music.
- Student Performances – At your location or out in the community
- Ukulele Circle
- Drum/Percussion Circle
- Kids Open-Mic
- Instrument donation drive (Need ideas of who to donate to? Ask us!)
- Free Trial Music Lessons or Class
- Free Group Music Lesson for Kids
- Bring a Friend to Lesson/Class Day (or week)
- 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.)

## 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)

