



## **How to Host a Battle of the Bands**

### **Recruit:**

Round up a group of bands willing to play for charity and ask them to publicize and help you by selling tickets to their fans. A good band can draw a great crowd! If your audience ultimately decides who the winner is, each band will want a big crowd there.

### **Set Your Location:**

Find an appropriate space at your school, or ask a local restaurant if they can host the event for you. If you're going to a bar/restaurant, ask if they'll contribute a portion of food and beverage sales if you bring a lot of people into their establishment. You can also request them to make a special blue drink for autism awareness!

### **Ticket Sales:**

Try to sell most of your tickets in advance so you can plan accordingly. Also set advanced sales cheaper than tickets at the door to give attendees an incentive to purchase early.

### **Secure an Emcee:**

Try to secure a popular radio host or local celebrity to emcee your event. If you secure someone with connections, they can help publicize through local media outlets.

### **Publicize Your Event:**

If you're hosting the event at a restaurant/bar, ask them to advertise through fliers and inserts in their menus. Contact your local radio stations and news outlets for coverage – this will be especially attractive to them if you have a big-name celebrity host. Send emails to everyone you know!

### **Get Prizes Donated:**

Secure donations from local businesses such as gift certificates or gift baskets. You could give the winning band a gift certificate, and use other prizes for a silent auction or door prizes.

**Contact your local Autism Speaks office for autism-related materials to display at your event, such as brochures and Walk Now for Autism Speaks banners.**