

High School Car Audio Sports Challenges

Your area high schools are great places to hold successful promotions. The customer potential is huge. Think about it: the students, parents, family members, band, teams, staff, clubs, and graduates all represent every aspect of your community. Working with the High School Band, for example, or a team or club, or the Technical Education - woodshop and electronics - department is a great investment in your community, your reputation, and your business. Think about ways to support your high school, have some fun, and build your business. Get as many people involved as possible! Once the buzz is going about your store being the right place to buy audio gear, security products, navigation and video - your business will benefit and prosper. You're a specialist and if the locals don't support you, then you can't make it in business, plain and simple.

Becoming the Neighborhood Car Audio "Man" - or "Woman"

This is what you have to do. Everyone in your area must learn that your store is the right place to do business. This means you support other local and regional businesses and you support the families and schools who make up your community. Get your store involved as a sponsor of something that gets you excited in your hometown. This way, you'll be doing something you like, having fun with it, promoting your business, and making money all at the same time. Choosing something that your employees and family support makes it even better.

Get the D.A.R.E. Officer and the D.A.R.E. vehicle to attend your events. If the D.A.R.E. vehicle's system is weak, or doesn't display your favorite name-brands, offer to do a free up-grade. Get your manufacturers involved in this. They have a lot to gain, too. Keep the system and components affordable so that anyone looking at it and hearing will be impressed. For example: use 2 10's or 12's with a component set-up and a multi-channel amp. Show your best installation work and all accessories that are critical to a quality install - something you can afford to do and be proud of, too.

Some ideas follow. For the most positive outcomes, all media promotional opportunities must be evaluated and only the best most cost-effective methods must be used. Contact the local TV and radio station(s), and newspapers and tell them what you are doing. Get on a morning interview segment with the TV or Radio News Team. What you are doing is good news and worth coverage in your area. Write a Press Release, or series of releases, about what you are doing and the progress and fun you and the charity designatee are having, and send it to all local media contacts. Make pictures available. Most of this is free advertising!

When possible, partner with a radio station for co-promotions. Barter goods and services when necessary.

- 1) Car Wash, Bake Sale, and Car Audio Sports Event. Cruise in for good clean fun, music, and brownies!
- 2) Car Audio Sports Challenge #1 - Have a simple car audio gear and sports awareness event. Give prizes and awards.
- 3) Car Audio Sports Challenge #2 - If you have several high schools in your market, issue a challenge and help them organize 3-6 student teams to compete for the trophy and local bragging rights. Have an "Exhibition" class for the faculty systems (Some of these folks should already be your customers).
4. Talk to the "shop" teacher(s) and determine a good project that will challenge the students while giving them experience in box building (carpentry) and/or wiring and powerflow (automotive and electrical). Donate, for example: 1 amp and 2 woofers, with a head unit, for their "experiments". Give 1 hour "seminar" on the test meter and system building theory. Give a prize for the best system performance results.

The best school club/team to support is the band. That's right, the marching band. Think how many people are involved, directly and indirectly, with the band. And your car audio store has a lot in common with the band: MUSIC! Plan a fund-raiser with the Director of the band, on school property, a parking lot, if possible. If not there, then try for a big regional fair or festival, or a city or county park, car show, or a racetrack or dragstrip - somewhere main-stream but still unusual for a car stereo sports event. Host a Contest and give the proceeds to the band. If charging an entry fee, make it affordable for high school kids, maybe only \$5 or \$10 for an SPL or SQL score sheet. Have only 1 open class for each league, or have limited awards based on MECA SPL Amateur Street Division and SQL Amateur Sound Quality rules. Determine a budget for awards. Use MECA Medals or inexpensive awards, or get other co-sponsors to help finance bigger trophies or plaques.

Be there and be happy! Show everyone how much you enjoy being with them, and part of them, and tell your employees, the judges, and anyone who represents your business to do the same. If you have customers bringing their vehicles for display, make sure that they are happy to be there and they give off the best vibes about your store.