



# Using Kazoos To Promote Your Music Store Business

[www.ClassicAmericanKazoos.com](http://www.ClassicAmericanKazoos.com)



Classic American Kazoos can be custom-imprinted with your store information. We can also manufacture private label kazoos for any business.

Many of the ideas below also work with plain kazoos.

Remember that **MARKETING** involves building **BRAND AWARENESS** of your store and community **GOOD WILL** through your actions.

A picture and article in your local paper is worth **TEN TIMES** more than a paid advertisement. **AND IT'S FREE!**

## Promote, Promote, Promote

Sell Kazoos Custom-Imprinted With Your Store Logo, Phone, and Web Site  
Give away kazoos with every purchase.

The cost of giving away a kazoo is less than the cost of a direct mail piece - and much more likely to be kept and remembered.

Provide Your Kazoos To:

## Festivals, Fairs, and Special Events

Sponsor The Children's Stage - Give Away Kazoos

Put Up A Musical Instrument "Petting Zoo" - Give Away Kazoos

Sponsor a "Battle of The Kazoo Bands" For Various Age Groups

Don't Neglect The Rock Stage - Big Kids Like Kazoos, Too

(Pop Acts Using Kazoos - Los Lonely Boys, Weezer, Ian Anderson, Jurassic 5, and others)

Sponsor An Attempt At The "World's Largest Kazoo Band"

Sponsor "First Night" New Year's Eve events. Kazoos could be used as entry badges.

Offer discounts at your store for customers who bring in their kazoo from the event.

Celebrate National Kazoo Day - January 28 each year.

## Parades

Sponsor Scout Groups, etc. In Local Parades - Have Them March With Your Kazoos

Sponsor A Float In The Parade - Toss Kazoos Instead Of Beads

St. Patrick's Day Parades **ALWAYS** Have Kazoos - Why Not Yours?

Red, White, and Blue Kazoos with your logo for Fourth of July Parades

Christmas Kazoos for the Christmas Parade

Organize Kazoo "Caroling"

Work with your local High School to have kazoos in the Homecoming Parade

## Schools

Provide Kazoos To Day Care Centers (Your Future Customers)

(Have A Representative Of Your Store Teach Kazoo And Lead Kids In Songs)

Provide Kazoos To Elementary Schools For School Plays, Etc.

(Endear Your Store To Elementary School Music Teachers With Free Kazoos)

Provide Kazoos For High School Pep Rallies And Sporting Events

Organize a "Marching Kazoo Band" to play at half time at local High Schools.

Give Kazoos To Your Local College Marching Band (Order them in school colors with your logo.)

## Night Clubs

Sponsor "Kazoo-raoke" (Kazoo Karaoke) at local venues.

Provide kazoos to local bands to hand out at their shows.

## Concerts

Provide kazoos to concert promoters to give to touring acts.

(Make them AWARE of your business, and they will DO business when in your town.)

## Senior Citizens

Provide Kazoos and Kazoo Programs To Senior Citizen Homes and Care Programs.

(Call The Local Newspaper When You Do This - You'll Get A Nice Photo and FREE Promotion In The Paper)

Sponsor A Senior Citizen Kazoo Band To Perform At Local Centers & Hospitals, Etc.

(Dress Them In Your Store's T-Shirts and Have Them Play and Hand Out Your Kazoos)

Red Hatters - Order Our Red and Purple "Red Hatter" Kazoos.

(Red Hat Ladies Will Flock To Your Store - And Buy Gifts For Their Grandchildren)

## Sports Events

Work With Local Teams To Sponsor "Kazoo Night".

Give Kazoos To Local Cheerleaders - Everybody looks at the cheerleaders.

Sponsor Kazoos For Local Little League Teams.

Have A Contest To Write A Theme Song For Local Team - Use Kazoos To Play It At Games.

- Classic American Kazoo are MADE IN THE USA.
- Our quality standards are higher than ANY other kazoo made - even metal ones.
- We are the only kazoo certified CHILD SAFE for ages 3 & up.
- Our Kazoos are WATERPROOF and VIRTUALLY UNBREAKABLE.

Promote AMERICAN MADE Products in your AMERICAN STORE. - It's the right thing to do.