

## **Promo Ideas**

### **MEDIA**

It is time to promote your show. Call all local radio stations, TV stations and newspapers. Tell them about the exploits of Banachek. Send them copies of the articles on this site. Try to set up interviews for Banachek (check Banachek's availability.)

### **IN HOUSE PROMO**

Note: Banachek's schedule will not permit his participation in these stunts. They are offered only for in house promotion

### **ADJECTIVES**

Offer prizes to newspaper readers who send in the most adjectives beginning with the letters B-A-N-A-C-H-E-K. Suggested prizes: tickets to the show, Banachek uses WINNERS during an effect on stage.

### **BANACHEK'S \$10,000**

Display \$10,000 dollars in cash (real or fake, top bills could be real) under guard in a local store window with a sign: "This is what \$10,000 dollars looks like. Banachek offers to pay this amount to anyone who can prove that he uses stooges or confederates to assist him in his thought-reading demonstrations"

### **THE SAFE TEST**

Display a safe in a window or some prominent place, the combination of which is known only to a committee. Your display should read:

"What is the combination? Banachek could tell you but he is not here yet. Banachek has opened many a safe by plucking the thoughts out of those who knew the combination. Try it yourself and see. Free tickets (or prize) to the Banachek performance will be given to the five persons who come nearest to thought-reading the combination of this safe."

### **JELLY BEANS**

Display a jar of Jelly beans and offer prizes to the five people that can 'Banachek' (guess) the amount of beans in the jar.

## START THE BANACHEK CRAZE

Use the Banachek name as much as possible. For instance:

1. "It would take a Banachek to figure that out."
2. "Who do you think I am, Banachek."

When asked to explain what that means tell them: "he's the thought-reader that will be appearing here (insert Date.)"

## THE HEADLINE PREDICTION

Check with Banachek's staff and see if this is available for your function.

All over town or your school, boxes with large question marks on four sides are hung from the ceiling. The bottom of these boxes have the name Banachek upon them and the name of a prominent place. At this place of prominence is a large box that is hung far out of reach. Below the box is a display that reads: "We (insert committee name), received a small locked box that is in the box above. Inside, Steven Banachek claims he has placed the predicted headlines for (insert date), when he will be performing at (insert time and location). Come and see for your self whether he is right.

At the show the box is brought to the theater via your guards and opened on stage.