



MARK TOLAND

College
Entertainment
Guidbook

Let's Pack The House

www.MarkToland.com
mark@marktoland.com

TAKE IT FROM ME

After 10+ years in the College Entertainment Industry, I've seen it all! Believe me. I've performed in giant theaters, lecture halls, cafeterias, gymnasiums, and more.

I've performed in 35+ states and multiple countries for hundreds of universities and companies and I know what it takes to make an event successful. But - I've also seen how an event can fall flat.

That is *the last thing* I want for your event!

So, I've compiled this guidebook with friendly suggestions on how to take this event to the next level.

These are not high-level demands from a diva or superstar. I am in the business of giving you the best product imaginable and I want you to get your money's worth!

My goal is to give your students a memorable experience and make you look great in the process. If we take the necessary steps, then your students will be thanking you for putting together such a great event and they'll talk about it for months to come.

So...are you ready for your best event ever?



BUILDING BUZZ

In the days and weeks leading up to the event, you can use my pre-made marketing materials to help promote the event. You can find them here on the [College Promo](#) section of my website.

There, you will find:

- **High-res promotional images**
- **Videos**
- **Instagram graphics**
- **Print-ready posters**
- **A 20 second Instagram commercial**

I've also included a copy of my Campus Rider and my liability insurance for your records.

My show is all about mystery and mind-blowing feats, so feel free to blast out my videos on your social media pages. You can find some of my favorite videos [here](#).

Additionally, I am active on social media myself and happy to help promote and interact with your students as we build up to the event. You can find my social media profiles below or just look for @MarkTolandLive anywhere online!

[MT Facebook Page](#)

[MT Instagram](#)

[MT Twitter](#)

[MT YouTube](#)

THE TEASER

A great way to promote the show is a MIND READING TEASER the day of the event!

If travel allows, I am more than happy to spend 1-2 hours promoting the show around your campus. Here's a few tips of how to make the teaser super successful:

- Make sure to have 1-2 students from your programming team ready to accompany me to the best places for maximum promotion.
- Try to have handouts about the event for me to distribute during the teaser. I can read minds and leave the students with a reminder about the event. Amazing!
- The teaser is a great way to get a few photos for your social media pages. Get some of the reactions of your students onto the event page and keep that buzz building!
- **BONUS:** If you do any live streaming, we can do a quick mind reading demo live on camera. The video will be a great commercial for the main event.





MARK
TOLAND

The College Agency
(651) 222-9669

College
Entertainment
Guidebook