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Basically, if the event is meant to be "entertaining" to the public, then its promotion probably falls under the umbrella of entertainment marketing. Popular entertainment marketing strategies include celebrity endorsements, strategic brand partnerships, and product placement. These tactics permeate pop culture events and contribute to their rise through our society.

~~Entertainment Marketing: What It Is and How to Do It~~ ---
Written in a campaign planner style, Entertainment Marketing & Communications is divided into three parts and 16 chapters, each focusing on key areas of entertainment promotion: Part One, The Entertainment Industry has four chapters that introduce the subject, discuss the concept of convergence, characterize our experience culture, and address venue economics and ServiceScapes.

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Marketing communication includes Advertising, Sales Promotion, Events and Experiences (sponsorship), Public Relations and Publicity, Direct Marketing, Interactive Marketing, Word-of-Mouth Marketing, Personal Selling. These tools of communication are collectively called as Marketing Communication Mix. Elements of Marketing Communication Mix

~~What is marketing communication? definition and meaning~~ ---
The different types of marketing communications an organization uses compose its promotion or communication mix, which consists of advertising, sales promotions, direct marketing, public relations and publicity, sponsorships (events and experiences), social media and interactive marketing, and professional selling. The importance of IMC will be demonstrated throughout the discussion of ...

~~11.2 The Promotion (Communication) Mix Principles of~~ ---
variety of communication channels / media (newspapers, magazines, radio, TV, etc.) advertising is usually defined as a paid form of (mass) communication with the market.[1]Advertising is a form of promotion of the creative communication process, in conformity with the interests and needs of consumers, producers and society as a whole.

~~PROMOTION AS INSTRUMENT OF MARKETING MIX~~
communication of smallpox communication of a secret (uncountable) The concept or state of exchanging data or information between entities. Some say that communication is a necessary prerequisite for sentience; others say that it is a result thereof. The node had established communication with the network, but had as yet sent no data.