

TRIM Reference: _____



MARKETING INFORMATION

THIS FORM IS TO BE COMPLETED AND RETURNED AT LEAST TWO WEEKS PRIOR TO OPENING OF THE BOX OFFICE SALES.

PART 1: ORGANISATION AND CONTACT DETAILS

Organisation and Contact Details: same as QPT03 – Application of Hire

Contact Person: _____

Address: _____

Phone Number: _____ Mobile Number: _____

Email Address: _____

PART 2: PERFORMANCE DETAILS

Name of Show/Performance: _____

Date of Show/Performance: _____

PART 3: MARKETING – COPY REQUIREMENTS

Please provide us with the below copy requirements in order to put the performance on sale.

Please do not scan this document.

<p>Performance <i>Title for on website</i></p>	
<p>Company/Artist <i>For the headline credit (if any)</i></p>	
<p>Short Description <i>Tagline (around 25 words)</i></p>	
<p>Description A <i>Text for venue brochures, flyers, program guide listing (120 words)</i></p>	



<p>Description B <i>Text to be used for working up a press release and website (250 words)</i></p>	
<p>Review Quotes</p>	
<p>Warnings <i>e.g. smoking, hazer, nudity, language, etc.</i></p>	
<p>Duration</p>	
<p>Age Recommendation</p>	
<p>Website/Facebook <i>Information – references and links</i></p>	

PART 4: MARKETING – IMAGE, LOGO AND OTHER REQUIREMENTS

Please provide us with downloadable links or email us the images, logos, video and other marketing materials in order to put the performance on sale. *Please do not scan this document.*

<p>Images <i>JPEG of least 1 MB High Resolution in 300 dpi</i></p>	
<p>Website: What's On Image <i>JPEG size: 768w x 498h Pixels no text on image</i></p>	
<p>Website: Book Now Image <i>JPEG size: 498w x 798h Pixels no text on image</i></p>	
<p>Image Credit <i>If any</i></p>	

Video Content <i>Vimeo or email MP4 files</i>	
Reviews in Full <i>Links or copies</i>	
Biographies <i>Links or copies</i>	
Logo/Other Additional Info <i>Links or emails</i>	

PART 5: MARKETING SUPPORT

Queens Park Theatre offers Marketing Support, which includes marketing campaigns, event listings and advertising on Facebook, Instagram, print advertising, seat drops and displays at the Queens Park Theatre.

Display of DL Flyers in the Theatre <i>Up to 500 DL Flyers</i>	
Distribution of A4 Posters in the CBD <i>Up to 10 posters</i>	
Display of A3 Posters in the Theatre <i>Up to 6 posters</i>	
Display of A2 Posters in the Theatre <i>1 poster at the Box Office</i>	
Display of A0 Posters in Centre <i>Up to 2 posters</i>	
Display of Pull-Up Banners in Centre <i>Delivered to the Queens Park Theatre</i>	
Event Listing on Queens Park Theatre Facebook page	
Website Listing on the Queens Park Theatre Webpage <i>Up to 500 DL Flyers</i>	
Display of performance on the QPT Digital Banner	
Display of performance of the Queen Park Theatre TV's	

QPT's Marketing Campaigns	Cost	Select <i>Please Tick</i>
<p>General Email Alert <i>QPT's email database consists of over 6,000 customers. This is a quick and cost effective way to promote your show. Promoters are requested to supply relevant information and an image (in jpeg format).</i></p>	Free	<input type="checkbox"/>
<p>Dedicated Email Alert <i>The marketing team will produce a professional dedicated email list, using QPT's CRM system and will send your email to the most relevant audience.</i></p>	\$50	<input type="checkbox"/>
<p>A0 Poster Display <i>There are three available spots for your show to be promoted in A0 size at the QPT. This cost is per poster, and the poster will need to be supplied by the show (in PDF format).</i></p>	\$55	<input type="checkbox"/>
<p>Spot In the Geraldton Guardian Newspaper or Midwest Times</p> <ul style="list-style-type: none"> • Size: 10 x 2 10cm x 7.2cm • Size: 15 x2 15cm x 7.2cm • Size: 10 x 3 10cm x 11.1cm • Size : 10 x 4 10cm x 14.8cm • Size: 15 x 3 15cm x 11.1cm • Size: 10 x 5 10cm x 18.6cm • Size: 19 x 3 19cm x 11.1cm • Size: 15 x 4 15cm x 14.8cm • Size: 10 x 7 10cm x 26.2cm • Size: 19 x 4 19cm x 14.8cm • Size: 19 x7 19cm x 26.2cm • Size: 28 x5 28cm x 18.6cm • Size: 38 x 7 38cm x 26.2cm <p><i>The Geraldton Guardian is published two times per week and the Midwest Times is published once a week. The Midwest Times is a free publication.</i></p> <p><i>Distribution Area – Carnamah, Carnarvon, Cervantes, Chapman Valley, Coorow, Coral Bay, Cue, Denham, Dongara, Eneabba, Geraldton, Greenough, Jurien Bay, Kalbarri, Leeman, Meekatharra, Mingenew, Moonyoonooka, Morawa, Mount Magnet, Mullewa, Northampton, Perenjori, Port Denison, Shark Bay, Tardun, Tenindewa, Three Springs, Useless Loop, Walkaway and Yalgoo</i></p>	<p>\$139.32</p> <p>\$208.98</p> <p>\$208.98</p> <p>\$278.64</p> <p>\$313.41</p> <p>\$348.30</p> <p>\$397.00</p> <p>\$417.96</p> <p>\$487.62</p> <p>\$529.41</p> <p>\$926.47</p> <p>\$975.24</p> <p>\$1852.95</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>Spot in TAGG <i>Talk about Greater Geraldton</i></p>	\$139.32	<input type="checkbox"/>
<p>QPT Seasonal Program</p> <ul style="list-style-type: none"> • One Page • Two Pages 	<p>\$100</p> <p>\$200</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p>

Facebook Boosted <i>Shared and paid boosted posts.</i>	\$100	<input type="checkbox"/>
Facebook Targeted <i>Shared and up to 3 targeted paid boosted posts with a reach of 5,000+ per day.</i>	\$150	<input type="checkbox"/>
Video Display <i>On TV screens in the QPT (30-90 seconds to be supplied by the hirer).</i>	\$75	<input type="checkbox"/>
QPT Movie Club <i>Pre-cinema video promotion screening inclusion (hirer to provide quality 2 min trailer).</i>	\$75	<input type="checkbox"/>
Seat Drops	\$30	<input type="checkbox"/>
CBD Poster Distribution	\$30	<input type="checkbox"/>

The marketing team will link with your social media pages and campaign, share posts and promote you digitally where possible. Please provide us with as much information as possible.