



## 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: MARKETING – COPY

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

|                                                                                                                   |  |
|-------------------------------------------------------------------------------------------------------------------|--|
| <b>Performance</b><br><i>Title for on website</i>                                                                 |  |
| <b>Company/Artist</b><br><i>For the headline credit<br/>(If any)</i>                                              |  |
| <b>Short Description</b><br><i>Tagline<br/>(Around 25 words)</i>                                                  |  |
| <b>Long Description</b><br><i>Text for venue<br/>brochures, flyers,<br/>program guide listing<br/>(120 words)</i> |  |
| <b>Warnings</b><br><i>e.g., smoking, hazer,<br/>nudity, language, etc.</i>                                        |  |
| <b>Age<br/>Recommendation</b>                                                                                     |  |

|                                                                                                    |                                                                                                                   |
|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>Images</b>                                                                                      | <b>Please provide images via email or direct link</b><br><a href="mailto:gpt@cgg.wa.gov.au">gpt@cgg.wa.gov.au</a> |
| <i>Provide a square and portrait image.<br/>JPEG of least 1 MB<br/>High Resolution in 300 dpi.</i> |                                                                                                                   |
| <b>Marketing Kit</b>                                                                               | <b>Please provide images via email or direct link</b><br><a href="mailto:gpt@cgg.wa.gov.au">gpt@cgg.wa.gov.au</a> |
| <i>Link to any other marketing material, including social media</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.

|                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>QPT will provide.</b>                                                                                                                  |
| <b>Web listing on the QPT webpage</b>                                                                                                     |
| <b>Event Listing on Queens Park Theatre Facebook page</b>                                                                                 |
| <b>Display of performance on the QPT Digital Banner</b><br><i>Image size 576x144 pixels</i>                                               |
| <b>Display of performance of the Queen Park Theatre TV's</b><br><i>1920 x 1080 Ratio 16:9 and Upright Screen 1080 x 1920 – Ratio 9:16</i> |
| <b>General Email Alert</b>                                                                                                                |
| <b>Options for hirer to provide.</b>                                                                                                      |
| <b>Display of DL Flyers in the Theatre</b><br><i>Up to 500 DL Flyers</i>                                                                  |
| <b>Display of Posters in the Theatre</b><br><i>A0x2 A2x6</i>                                                                              |
| <b>Display of Pull-Up Banners in Centre</b><br><i>Delivered to the Queens Park Theatre</i>                                                |

| <b>QPT's Marketing Campaigns</b>                                                                                                                                                           | <b>Cost</b>   | <b>Select</b><br><i>Please Tick</i> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------|
| <b>Dedicated Email Alert</b><br><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> | \$53.00       | <input type="checkbox"/>            |
| <b>Facebook Boosted</b><br><i>Shared and paid boosted posts.</i>                                                                                                                           | Cost Recovery | <input type="checkbox"/>            |
| <b>CBD Poster Distribution</b><br><i>Up to 20 A4 A5</i>                                                                                                                                    | \$53.00       | <input type="checkbox"/>            |

**COLLECTION NOTICE**

The City of Greater Geraldton collects the personal information you provide in relation to MARKETING INFORMATION so we can deliver the service, process your request, and meet our legal obligations under the *Local Government Act 1995* and any other related legislation. Your information may be shared with government agencies, contractors, or others where authorised by law or with your consent. Where required by law, your personal information will be made publicly available, e.g. public registers. The City manages personal information in accordance with relevant privacy legislation and takes reasonable steps to protect it from unauthorised access or disclosure. You may request access to, or correction of your personal information by contacting the City at [pris@cgg.wa.gov.au](mailto:pris@cgg.wa.gov.au).