

MARKETING SERVICES & OPPORTUNITIES

YOUR GUIDE TO USING THE EMPIRE'S RANGE OF
MARKETING & MEDIA/PUBLICITY SERVICES

GETTING STARTED

Before your show can be listed on our website for sale, make sure you have sent the following to marketing@empiretheatre.com.au:

SHOW BLURB

A short-form copy (up to 150 words) description of your performance to be included on your event page.

HERO IMAGE

Supplied images must be free from text & logos

2500pxW x 1667pxH

Maximum file size of 10mb

Minimum file size of 3mb

JPEG format for images

SVG format for logos

All images must be RGB format only

ACKNOWLEDGEMENTS

If you are required to include any acknowledgements on your event page and marketing, please ensure you have provided all statements and logos.

COMPLIMENTARY INCLUSIONS

The following services are included in your marketing plan at no cost:

- Website listing on empiretheatre.com.au
- Video inclusion + any extra images and highlights on website event page
- Listing on eventfinda.com.au
- Foyer screen display in the Empire Venues
- Social media calendar inclusion (at discretion of The Empire)
- Co-hosted Facebook event
- Access to local marketing and publicity contacts (at request)

SEASONAL CAMPAIGNS

Please see page four for information on the Seasonal Campaigns (Partaking in these campaigns incurs no fee, however, to secure your inclusion you must provide your marketing materials by the requested date and the performance must be on sale by the stated dates)

PAID OPPORTUNITIES

Our skilled in-house marketing team can provide you with various paid services to assist in promoting your show.

PUBLICITY SERVICES & MARKETING LABOUR

We can assist with interview opportunities and offer tailored advice for the local market. \$72/hr (commercial) \$58/hr (community).

ELECTRONIC DIRECT MAIL (EDM)

EDMs can be sent to a select segment of The Empire's database. Audience selection is at the discretion of our marketing team and is dependant on show themes and genres. \$300/email. Maximum of two per show.

EMAIL NEWSLETTER INCLUSION

The Empire sends a digital newsletter every second Friday with up to 4 featured shows. Feature listing will include an image/video, a brief description of the show, and a link to event page on The Empire's website. Distribution to over 50,000 subscribers. \$200/feature. Maximum of two per show.

PAID SOCIAL MEDIA

The Empire runs a carousel digital advertisement via META, targeting an engaged audience within 80km of the local area. Hirers are able to book to feature in one of the carousel slides up to 6 weeks out from their show. \$100/week.

HOMEPAGE FEATURE

Your show featured on the home page of our website. \$500/week.

WHAT'S ON PAGE HIGHLIGHT

Your show featured at the top of our What's On page. \$300/week.

POST-SHOW PATRON SURVEY REPORT

A report sent within two weeks post-show with survey results collected from ticket holders of your performance run. This will include demographic information such as age range, location and where patrons heard of the event, as well as qualitative responses such as rating their experience and any relevant feedback and comments left. \$150/report.

GENERAL

If you require any assistance with local contacts, have questions about any of the above or have any general marketing queries, please email marketing@empiretheatre.com.au

SEASONAL CAMPAIGNS

According to the date of your performance, you can be a part of either the Summer, Autumn, Winter or Spring Seasonal Campaigns as a complimentary inclusion. To be included, your performance must have an On Sale schedule and materials to our marketing department within the outlined timeframes. Please use the table below to see if your show will be eligible for inclusion based on your timeline.

MONTH OF PERFORMANCE	SEASONAL CAMPAIGN INCLUSION	PROVIDE MARKETING MATERIALS BY	LATEST ON SALE DATE FOR INCLUSION
DECEMBER JANUARY FEBRUARY	SUMMER	1ST NOVEMBER	1ST DECEMBER
MARCH APRIL MAY	AUTUMN	1ST FEBRUARY	1ST MARCH
JUNE JULY AUGUST	WINTER	1ST MAY	1ST JUNE
SEPTEMBER OCTOBER NOVEMBER	SPRING	1ST AUGUST	1ST SEPTEMBER

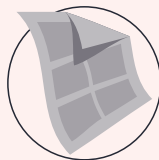
EMPIRE THEATRES PTY LTD

MARKETING SERVICES GUIDE

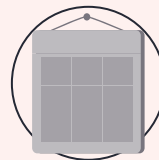
Each seasonal campaign will include:



INCLUSION IN SEASON EDM
(sent on 1st date of season)



INCLUSION IN SEASON DL FLYER
(distributed from 1st date of season)



4 X WHAT'S ON POSTERS
printed and displayed in the front of The Empire



SOCIAL MEDIA
(at discretion of The Empire Marketing Team)

THE EMPIRE

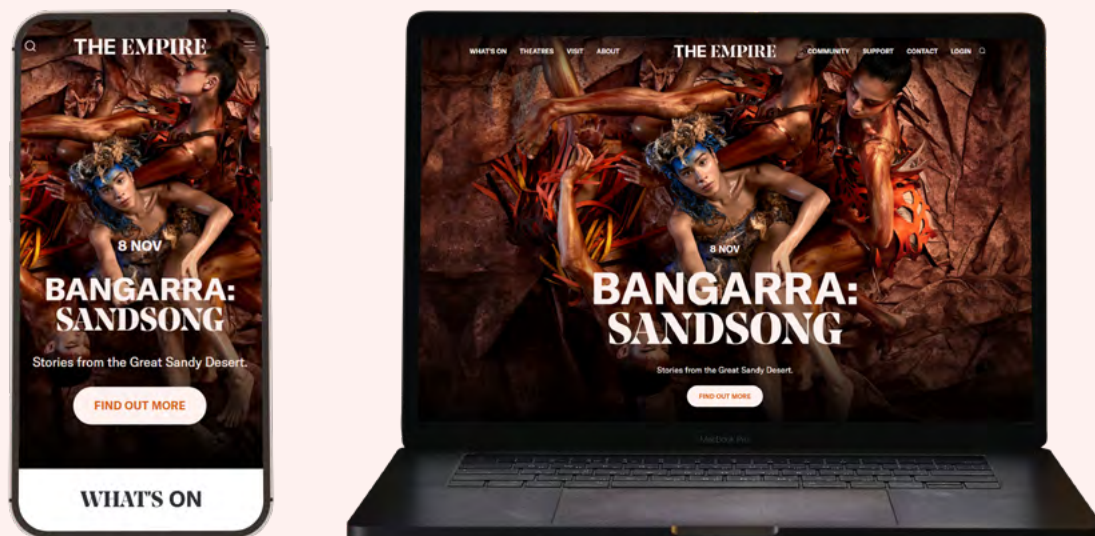


SHOW PAGE ON THE THEATRE'S WEBSITE (INCLUDED)

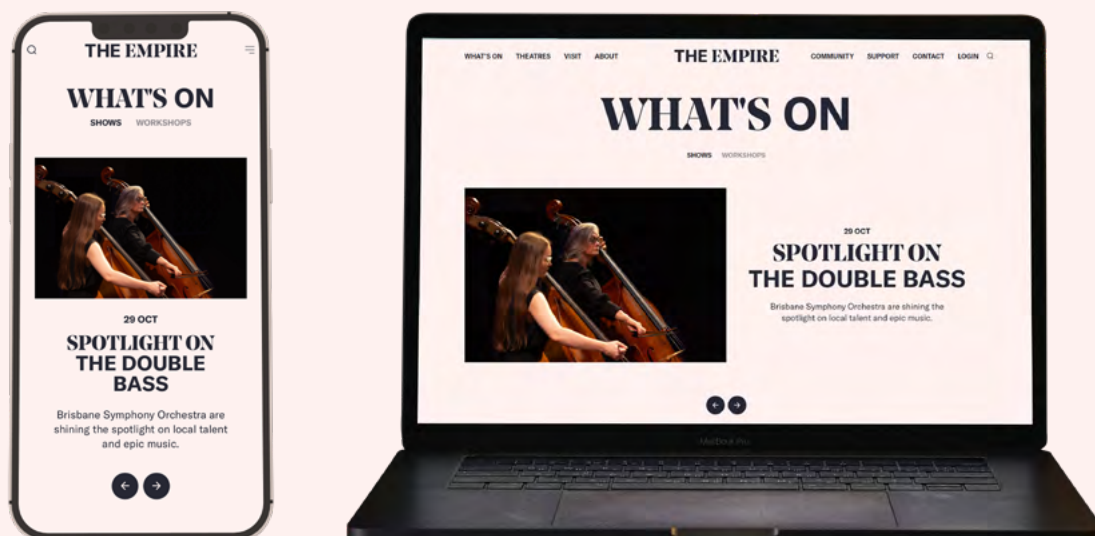


FOYER SCREENS (INCLUDED)

THE EMPIRE

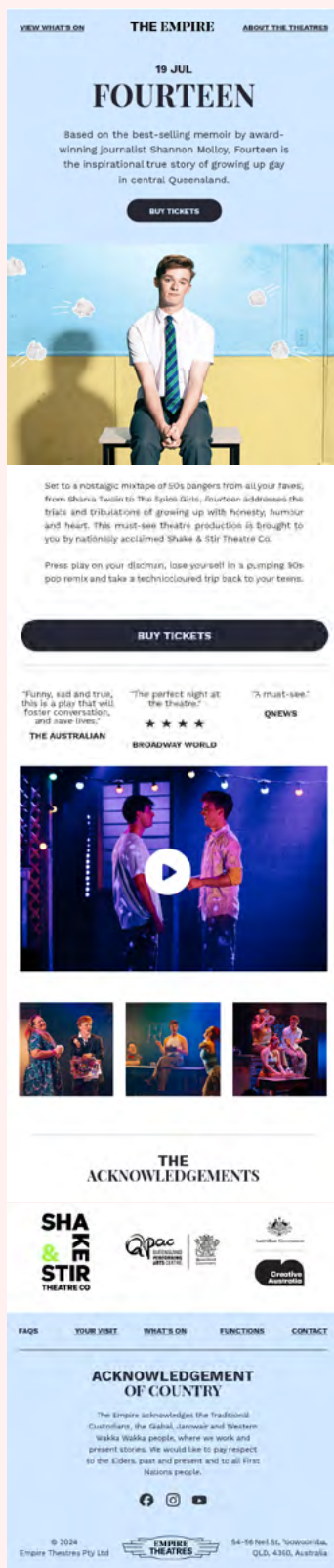


FEATURE PLACEMENT ON HOMEPAGE (OPTIONAL EXTRA)

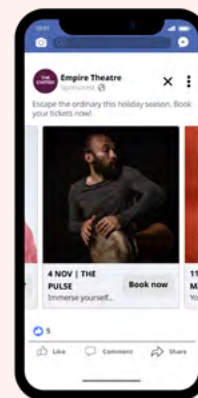


WHAT'S ON PAGE FEATURE (OPTIONAL EXTRA)

THE EMPIRE



**ELECTRONIC DIRECT MAIL
(OPTIONAL EXTRA)**



**SOCIAL MEDIA CAROUSEL
(OPTIONAL EXTRA)**



**x4 EXTERNAL WHAT'S ON POSTERS
(INCLUDED)**