



POLICIES GOVERNING THE MARKETING OF EVENTS AT ROY THOMSON HALL AND MASSEY HALL

There are a number of Marketing Services offered to you as part of the Agreement including exposure on our website and digital signage.

Please note that the information and materials required for these Marketing Services are required PRIOR to your event being put on sale. We ask that you carefully review this SCHEDULE D as soon as possible to fully understand what we require, and the extent to which we are able to help make your event a sales success!

CONTENTS

1. GENERAL POLICIES REGARDING ADVERTISING AND COLLATERAL MATERIALS USE OF HALL IMAGES
2. TICKETING POLICIES
3. PERFORMANCE MAGAZINE AND SUPPLEMENTARY PROGRAMMES
4. WEBSITE
5. DIGITAL SIGNAGE
6. SOCIAL MEDIA
7. POSTERS, FLYERS AND PRINT MATERIALS

I. GENERAL POLICIES REGARDING ADVERTISING AND COLLATERAL, MATERIALS AND USAGE OF HALL BRAND AND IMAGES

- a) We require that Licensee presenters refrain from using the RTH or MH logos on any materials
- b) We request that all printed material contain language in the header that clearly states that the concert is presented by you. (ie. “Presented by ABC” or “ABC Presents”)
- c) Promotional materials must include how to order tickets “Call 416-872-4255 or order online masseyhall.com or roythomson.com”
- d) No commercial brand messaging or materials may be distributed to our audience without prior consent and applicable fees being paid to Performance magazine. For further clarity, the presentation of commercial messages (as defined in Section 3 below) are considered advertising and are subject to the applicable rates and regulations of our agreement with Performance magazine.
- e) When listing secondary websites, please precede the address with “For additional information, go to URL.”
- f) You may use your own archival photography from performances at the Halls for marketing purposes but you assume responsibility for obtaining the rights to use these photos and any images sourced from (for example but not limited to) the internet from all featured artists and photographers. Other external or internal photos of or taken in the Halls must be approved by the Marketing department before being published.



**The Corporation of
Massey Hall & Roy Thomson Hall**

II. TICKETING POLICIES:

a) **DISCOUNT TICKET WEBSITES:** To ensure a positive concert-going experience for all patrons, from purchase to ticket fulfillment to performance, our Roy Thomson Hall Box Office must approve any use of a third party discount web service. The Halls reserve the right to withhold such approval of a third party discount. Materials and copy for third party discounts must be sent to the Box Office for approval at least two business days prior to an offer being deployed. The Box Office will respond to the request within one business day. Should a discount offer result in excessive fulfillment requirements, there may be supplemental fees – to cover additional staffing costs – charged to the Licensee.

b) **PRE-SALES:** Hall box offices are not responsible for negotiating pre-sale offers (ie. American Express Front of the Line) and must be given sufficient advance notice to properly coordinate and execute should the Licensee wish to have pre-sales.

3. POLICIES REGARDING PERFORMANCE MAGAZINE AND SUPPLEMENTARY PROGRAMMES

The Corporation of Massey Hall and Roy Thomson Hall has an exclusive contract with Performance Media Group Inc., which publishes Performance magazine, our official house program for events at the Halls and – in general – the only commercial print advertising available at either Hall.

a) Inclusion in the program is offered at no additional cost subject to content approval and space availability. No other programme can be handed out without advance content approval and written consent by the Hall.

b) Licensees are asked to supply program material in an electronic form at least seven weeks prior to the event according to the schedules and guidelines of our Program Editor, Carol Anne Lynch, Editor, Performance Magazine: Ph. 416-652-2077 calynch@bellnet.ca. Please refer to the attached “Technical Specifications”.

c) While the Hall will make every effort to accommodate all performances with full programs, the Hall reserves the right to decide which concerts will have full programs or will have program hand-outs and how many pages are allocated per performance.

d) Mainstream commercial advertising is not allowed (without payment). Salute ads are acceptable. A salute ad is defined as a corporate logo or logos accompanied by a brief message of support. An ad becomes commercial (and therefore subject to a fee) if the copy contains contact information or describes the corporation’s services or products in a fashion clearly designed to solicit either sales or consumption.

e) Inserts for event programs must be approved by our Marketing Department and delivered to the Hall at least 24 hours in advance of the event. Due to our publishing arrangement with Performance Media Group Inc., inserts must not include commercial advertising. Neither may commercial materials (i.e. flyers, inserts, coupons, etc.) be inserted into Performance magazine without the consent of our publishers, Performance Media Group. Distribution of any commercial materials is subject to a fee.

f) On occasions when supplementary programme distribution is requested with Performance magazine, these supplementary programmes are also subject to the policies above in respect to acceptable advertising.



g) A proof of any supplementary programme material must be vetted by the Hall prior to going to print, in order to avoid any last minute disappointments. If not approved prior to going to print, there is a risk that the material will not be allowed for distribution at the performance.

Please refer to “Technical Specifications” (Information re: Supplementary Programme Distribution) for more information.

Materials should be submitted to (and do not hesitate to contact): Carol Anne Lynch Editor, Performance Magazine Ph. 416-652-2077 calynch@bellnet.ca

4. WEBSITES (masseyhall.com/roythomson.com)

Your concert will be listed on masseyhall.com/roythomson.com and in our event database. It is important to have clear and concise information about your event that will help patrons make buying decisions.

There is a broad range of programming on our website and we recommend that you tailor your content for an extensive audience who may be unfamiliar with the artist or event.

In order to effectively support your event, the following information must be supplied prior to the on-sale date. Information provided will be presented on the Hall’s website and on the electronic sign at the corner of King and Simcoe Streets.

If you wish to view samples of our other shows for inspiration, please visit masseyhall.com.

Concerts can be found by clicking the Events & Tickets link in the top navigation (or by using the search at the top right corner of the website).

The Hall reserves the right to limit the number of performers included on the event page. For classical concerts, for example, repertoire listings may include the titles and composers of up to five works. For recitals and other programs, you may choose to list up to five works and their composers or alternatively, list only the names of all composers whose works you are performing.

If the information submitted is not clear and concise we reserve the right to abridge, modify or request changes provided by the Licensee as well as modify spelling and formatting in accordance with the Roy Thomson Hall/Massey Hall Style Guide. Content information should be submitted to our Web & Interactive Media Associate, Josh McIntyre at josh.mcintyre@mh-rth.com at least 48 hours prior to going on sale. For detailed information regarding technical specifications, please refer to the attached “Technical Specifications”.

5. DIGITAL SIGNAGE

Your concert will be listed as an individual sign spot on the Roy Thomson Hall outdoor LED sign located at the corner of King and Simcoe Streets. Your sign spot will include event title, venue, date and time and a photo (supplied by you). Please submit information as per provided submission form (attached) to:

Josh McIntyre, Web & Interactive Media Associate: josh.mcintyre@mh-rth.com. For detailed information and technical specifications, please refer to the attached “Technical Specifications”.



6. SOCIAL MEDIA

In order to make best use of our Social Media Resources, we recommend including hashtags (MasseyHall) or (RoyThomsonHall) as appropriate to the venue your show is taking place on all posts.

The Corporation of Massey Hall and Roy Thomson Hall blog (Soundboard) is the voice of both Halls represented on Facebook and Twitter. For detailed information and technical specifications, please refer to “Technical Specifications”.

7. POSTERS, FLYERS AND PRINT MATERIALS

a) Three-Sheet, Duratrans Posters: Please note that the three-sheet (street level) and Duratrans (subway level) poster display cases at RTH are reserved for RTH-MH and TSO presentations only. The one poster case at MH is reserved for MH presentations only. These properties are unfortunately not available for use by rental events.

b) Flyers and Print Materials: We will display flyers for rental events in the lobby racks once your tickets are on sale. Licensee is responsible for design, printing, and delivery. Please refer to Section 1 (above) for details. Flyers for performances at the Halls can be delivered to the Halls Marketing department for distribution in the racks. Please do not put flyers into the racks yourself.