

SOUTHBANK THEATRE

Hirer's information

MARKETING PLACEMENTS & SPECIFICATIONS

VENUE & MARKETING CONTACT

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TICKETING CONTACT

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Welcome to Southbank Theatre

As a valued hirer of our venue, we are delighted to provide you with this document detailing the promotional placements we can provide for your event.

These placements are intended to complement the marketing and promotional activity that you will already have in place as the Presenter/Producer. Please ensure you are aware of any deadlines for providing material.

We encourage you to read through the opportunities outlined in this guide and wish you every success with your event.

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Overview of standard marketing package

The below marketing package is included in your venue hire fee and is to complement the marketing and promotional activity that you will already have in place as the Presenter/Producer.

All activity is optional and strictly subject to availability. Please get in touch with your Venue Contact if you would like to take up any of the below opportunities.

VENUE SIGNAGE

Posters

| | |
|---------------------------------|---|
| 1 x internal Lawler door poster | From 1 week prior to the first performance date until close of event/season |
|---------------------------------|---|

Digital foyer screens

| | |
|--|---|
| 10 second placement in digital screen rotation x 4 screens | From on-sale date until close of event/season |
|--|---|

Flyer display

| | |
|---------------------------------|---|
| DL flyer or A6 postcard display | From on-sale date until close of event/season |
|---------------------------------|---|

SOCIAL MEDIA

| | |
|---|---|
| 2 x Facebook posts on the Southbank Theatre Facebook page | From on-sale date until close of event/season |
|---|---|

Package add-on

PROGRAMME ADVERTISING PACKAGE

Melbourne Theatre Company programme advertisements offer an optimal opportunity for producers to access our most engaged audiences.

To request a media kit or make a booking, contact advertising@mtc.com.au. Please note that programme advertisements are subject to availability.

Advertising fees will be added to settlement at the close of your season.

| Media | Discounted price for Southbank Theatre events | Booking period |
|-------------------------|---|------------------------------|
| Programme advertisement | \$1500 + GST | Booked per production season |

Getting your show on sale

Southbank Theatre and Melbourne Theatre Company has an experienced team to assist in publishing your event online. We require a minimum notice period of 10 days to build your event page ahead of your on-sale date. Late materials may result in a delay to your on-sale date.

TICKETING BUILD REQUIREMENTS

The Theatre Manager will provide you with a ticketing agreement form. Please complete this document and return it to your Venue Contact, along with the below website requirements, to begin the process of building your event page.

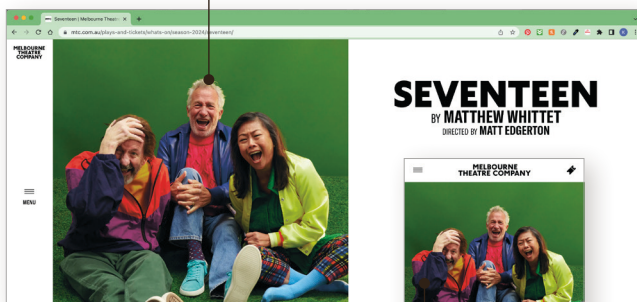
WEBSITE REQUIREMENTS

The below outlines the minimum requirements to be supplied for your event page to be built. Once supplied, you will be given a draft for approval.

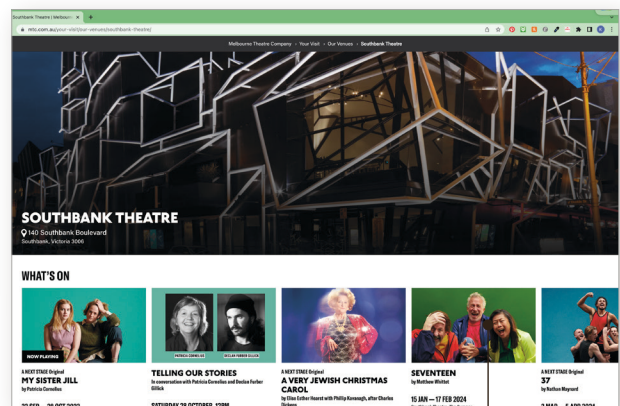
As a hirer of Southbank Theatre you will receive:

- An event page listing at southbanktheatre.com.au
- A custom URL i.e. southbanktheatre.com.au/yourevent

Production image (desktop view)



Production image (mobile view)



Thumbnail image

Minimum requirements for your event build

| | |
|-----------------------|---|
| Production image | 2000px (w) x 2400px (h) max file size 1MB; artwork must not include text |
| Thumbnail image | 800px (w) x 480 (h) max file size 1MB; artwork must not include text |
| Title | |
| Playwright / producer | |
| Season dates | |
| Summary | Maximum 100 words |
| Synopsis | Maximum 500 words |
| Warnings and duration | Please supply warnings and duration as information comes to hand to ensure published content is accurate and up to date |

The following optional assets can be supplied after your event has been built

| | |
|--|---|
| Headshots (black and white only) | 600px (w) x 800px (h) max file size 1MB |
| Reviews | Please supply review quotes and stars (if applicable) with publisher's name |
| Production and rehearsal image gallery | All images must be accompanied with a photography credit Max file size 1MB |
| Video Content | Video content from YouTube can be embedded on your page |

DIGITAL ADVERTISING URL USE

In any digital advertising that you have arranged for your event at Southbank Theatre, such as Google AdWords or social media campaigns, please ensure you use southbanktheatre.com.au or your custom URL (i.e. southbanktheatre.com.au/yourevent).

The words 'Melbourne Theatre Company' or 'MTC' should not be used in your copy or listed as keywords.

Marketing placement specifications

The below outlines the marketing placements available to hirers of Southbank Theatre, which are booked based on your season dates. Southbank Theatre must ensure that all communications which include a call to action and venue naming are consistent for our visitors. For this reason, your Venue Contact must approve all printed collateral and signage for your event.

VENUE SIGNAGE

The below signage is included in your standard marketing package from one week prior to your season and until close of event, however it is optional and strictly subject to availability. All design, printing costs and delivery of signage is the responsibility of the hirer.

Signage requirements

841 mm (w) x 1189 mm (h), with 5mm bleed, printed on synthetic backlit film

All print and digital venue signage must be approved by your Venue Contact before it is dispatched for print, and must include:

- Dates for your season or event
- Venue name: **Southbank Theatre, The Lawler**
- Call to action: **Book at southbanktheatre.com.au**
- The 'mtc.com.au' URL must not be used on any signage.



Lawler door backlit

For all signage printing we recommend:

Evan Evans
Sonya Cameron
Business Development Manager
SCameron@evanevans.com.au
T 03 8413 6600

All signage should be delivered 48 hours prior to your installation date to:

Attn Mark Wheeler
Theatre Manager
Southbank Theatre
140 Southbank Blvd
Southbank Vic 3006

DIGITAL FOYER SCREENS

Southbank Theatre has four digital screens which can display promotional messages and video content. Please inform your Venue Contact if you wish to access these sites. Video content must be sent to your Venue Contact who will approve the content before they upload it.

Digital screen requirements

- Artwork must be saved at 16:9 ratio (1920px x 1080px) png file type
- Call to action must include southbanktheatre.com.au or **Book Now at the Box Office**
- Video content should be no longer than 15 seconds; static content will be displayed for 10 seconds at a time
- We recommend that all video supplied does not include sound as this is often inaudible over the environmental noise of the foyer.



Bar foyer screen



Box Office foyer screen

FLYER DISPLAY

Brochures and flyers for your event at Southbank Theatre can be placed on display from your on-sale date. Please send a copy to your Venue Contact for approval before printing.

Flyer requirements

- Artwork must be approved by your Venue Contact
- Flyers to be either A6 or DL size so that they can easily fit within flyer stands
- Call to action must include **southbanktheatre.com.au**
- Correct venue naming is **Southbank Theatre, The Lawler**
- The 'mtc.com.au' URL must not be included on any flyers, or other collateral
- No more than 1,000 flyers to be delivered to Southbank Theatre for display.

Delivery details

Please send flyers to:

Attn Mark Wheeler
Theatre Manager
Southbank Theatre
140 Southbank Theatre
Southbank VIC 3006

All printing costs and delivery of collateral is the responsibility of the hirer.

Southbank Theatre does not conduct seat drops.

SOCIAL MEDIA

As a hirer of Southbank Theatre, you can access the below support:

- A maximum of two Facebook posts for your season (Southbank Theatre Facebook page only).

Social Media requirements

- Image, gallery, trailer or article
- 50 words of editable copy.

We are always looking for exciting and engaging content. If you have a unique story to share, please let us know so that we can find interesting ways to share it.