

**PLEASE RETURN THIS FORM NO LATER THAN 25
NOV 2011**



MARKETING TEMPLATE
INFORMATION FOR INCLUSION ON PROJECT ARTS CENTRE
MARKETING MATERIALS

PRODUCTION INFORMATION

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| NAME OF SHOW: | |
| PRODUCTION COMPANY: | |
| GENRE (Theatre/ Dance/ Music/ Comedy/ Performance/ Literature/ Film/ Discussion/ Installation) | |
| SHOW DESCRIPTION (Please include as much information as you have about the production. Importantly please include information on what the show is about/themes/what will a viewer see/experience etc.) | |
| PRESS QUOTES (if applicable) | |
| COMPANY HISTORY | |
| SPACE (Space Upstairs or Cube): | |
| AGE SUITABILITY: | |
| WARNINGS: (Is there any strong language/nudity/sexual reference/ violence etc?) | |
| RUNNING TIME (If not confirmed please include an approximate running) | |
| INTERVALS?: | |
| CREDITS | |
| WRITER | |
| DIRECTOR/CHOREOGRAPHER | |
| LIGHTING (Please note that this will not be included in the season brochure) | |
| SET DESIGN (Please note that this will not be included in the season brochure) | |
| COSTUME (Please note that this will not be included in the season brochure) | |

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| COMPOSER (Please note that this will not be included in the season brochure) | |
| OTHER (Please note that this will not be included in the season brochure) | |
| CAST (Please list alphabetically) | |
| RUN DATES | |
| OPENING NIGHT (We will automatically hold this off sale unless instructed otherwise) | |
| FINISH DATE: | |
| PREVIEW DATES: | |
| MATINEE DATES: | |
| PERFORMANCE TIME: | |
| MATINEE TIME: | |
| DATE OF POST-SHOW DISCUSSION (where applicable): | |
| TICKETS & PRICING | |
| HOW MANY COMPANY SEATS PER NIGHT WOULD YOU LIKE PROVISIONALLY HELD: (PLEASE NOTE THAT THESE CAN BE AMENDED AT A LATER DATE) | |
| FULL PRICE: | |
| CONCESSION PRICE: | |
| PREVIEW PRICE: | |
| MATINEE PRICE: | |
| GROUP RATE ADULT (applicable for groups of 8 or more): | |
| GROUP RATE SCHOOL/ COLLEGES (applicable for groups of 8 or more): | |
| <p>SPECIAL OFFERS – WHERE POSSIBLE PLEASE THINK ABOUT WHAT SPECIAL OFFERS YOU MIGHT LIKE TO RUN WELL IN ADVANCE. THIS WILL HELP US TO ENSURE THAT BOX OFFICE IS SET UP, BRIEFED AND READY FOR YOUR PROMOTIONS. LAST MINUTE OFFERS TAKE TIME TO SET UP SO PLEASE BARE THIS IN MIND AND TRY TO PLAN OFFERS AND AVOID REACTING WITH ANOFFER. ALSO AS WE HAVE A HIGH RATE OF LATE BOOKING I WOULD ENCOURAGE YOU TO CONSIDER OFFERS THAT INCENTIVE EARLY BOOKING TO HELP WITH YOUR ADVANCE SALES. PLEASE TRY AND KEEP YOUR OFFERS SIMPLE AND TO A MINIMUM – TOO MANY OFFER CAN BECOME DIFFICULT TO MANAGE. FINALLY WE RUN SEVERAL AUDIENCE DEVELOPMENT INITIATIVES WHICH MAY IMPACT ON SOME OF YOUR TICKET PRICES. THESE ARE AS FOLLOWS (THESE PRICE CODES WILL AUTOMATICALLY BE SET UP ON OUR SYSTEM):</p> <ul style="list-style-type: none"> • €10 TICKETS FOR STUDENT FRIENDS TO MONDAY & TUESDAY NIGHT PERFORMANCES. • SEASON PASS – BUY TICKETS TO ANY 3 SHOWS FROM THE SEASON AND SAVE 20% OFF EACH TICKET • €10 MATINEE TICKETS FOR OVER 60s <p>IF YOU WOULD LIKE TO DISCUSS POSSIBLE SPECIAL OFFERS PLEASE CONTACT ME ON [TEL]</p> | |

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| <p>REAL DEAL OFFER (this is an initiative which we advertise through our brochure. I would encourage you to include a REAL DEAL promotion. A real deal is usually one specific night where all tickets are sold at a reduced rate and we recommend that this is either a preview or the night following your opening, as these can be nights that are difficult to sell and also incentivising people to come early in your run will help you to cultivate word of mouth.)</p> | |
| <p>SPECIAL OFFER 1 (where applicable/ what is your offer and how do you intend to promote the offer - ie direct mail/ social networks/ advertising/ point of sale etc):</p> | |
| <p>SPECIAL OFFER 2 (where applicable/ what is your offer and how do you intend to promote the offer - ie direct mail/ social networks/ advertising/ point of sale etc):</p> | |
| INFORMATION FOR BOX OFFICE STAFF | |
| <p>WHAT SHOULD THE AUDIENCE EXPECT OF THIS EVENT? (Try and write as if you were describing the show to someone who is not familiar with your work or Project Arts Centre. This should be conversational and informal - not marketing speak)</p> | |
| <p>WHO IS THE TARGET MARKET FOR THIS EVENT? (Please think specifically and not generally. Also think in terms of targets for groups)</p> | |
| <p>HAS THE COMPANY PERFORMED AT PROJECT BEFORE? IF YES PLEASE LIST THE TITLES & YEAR OF YOUR PREVIOUS PRODUCTION (No more than 3):</p> | |
| YOUR CONTACT INFORMATION | |
| <p>OFFICE PHONE:</p> | |
| <p>OFFICE FAX:</p> | |
| <p>COMPANY CONTACT FOR MARKETING:</p> | |
| <p>MARKETING CONTACT TEL/ MOBILE:</p> | |
| <p>MARKETING CONTACT EMAIL:</p> | |
| <p>COMPANY CONTACT FOR PRESS:</p> | |
| <p>PRESS CONTACT TEL/MOBILE:</p> | |
| <p>PRESS CONTACT EMAIL:</p> | |
| <p>COMPANY WEBSITE:</p> | |
| <p>LINK TO COMPANY FACEBOOK PAGE</p> | |

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| COMPANY TWITTER PROFILE (PLEASE ALSO INCLUDE PROFILE FOR ANY INDIVIDUAL COMPANY MEMBERS IE DIRECTOR/CAST IF AVAILABLE) | |
| LINK TO COMPANY YOUTUBE CHANNEL | |
| ANY ADDITIONAL LINKS TO COMPANY ONLINE PRESENCE | |
| IMAGES | |
| PLEASE ATTACH YOUR PROMOTIONAL IMAGES AS SEPARATE JEGS <ul style="list-style-type: none"> • IMAGES SHOULD BE AT LEAST 300DPI • <u>FOR A IMAGE TO BE CONSIDERED FOR THE COVER IT MUST BE A4 PORTRAIT (NOT LANDSCAPE)</u> • YOU MUST ENSURE THAT YOU HAVE PERMISSION TO USE ANY IMAGES SUBMITTED • LOGOS ARE NOT ACCEPTABLE AS IMAGES FOR BROCHURE/WEB LISTINGS • TITLE OF YOUR IMAGE AS FOLLOW: image number/ name of production/name of photographer for photo credit | Please include the name of the cast picture and photographers credit below: IMAGE 1 IMAGE 2 IMAGE 3 |
| LOGOS | |
| PLEASE ATTACH ANY COMPANY/SPONSORS LOGOS AS SEPARATE JEGS <ul style="list-style-type: none"> • PLEASE NOTE THAT COMPANY LOGOS WILL NOT BE INCLUDED IN THE BROCHURE | LOGO 1 LOGO 2 LOGO 3 |
| OUTREACH/WORKSHOPS | |
| CAN YOUR PRODUCTION COMPANY OFFER ANY OUTREACH SERVICES? IF SO THESE COULD BE ATTRACTIVE TO SOME OF OUR GROUP BOOKERS. SOME COMPANIES HAVE OFFERED FREE WORKSHOPS TO SCHOOL/ COLLEGE GROUPS OF 20 OR MORE OTHERS OFFER DISCUSSIONS WITH DIRECTORS AND CAST. PLEASE INCLUDE DETAILS OF ANYTHING YOUR COMPANY MAY BE ABLE TO OFFER HERE. | |

Please return no later than [DATE] to [EMAIL ADDRESS].

Please try to ensure that all the information contained in the template is correct and bear in mind that not all of the information contained will be included in the brochure. If you have any queries or if there is anything I can help you with please do not hesitate to contact me on [TEL] or [EMAIL ADDRESS]. I look forward to working with you over the coming months.