



## **Marketing & Press Information**

*To be sent no later than 8 weeks before date of engagement*

### About your company

- Information on your company and its past work
- Press quotes from previous productions

### About your production

- Information on the forthcoming production
- Synopsis of the play/performance
- Press quotes from this production (if available)
- Creative team and performers' biographies
- Photocopies of designers' drawings for costumes, etc.

### To help us sell tickets

- Possible target audiences
- Key selling points
- Possible local press angles – *do any of your team have Tipp connections?*
- Production images – *not just head shots please!*
- Sample direct mail letter
- Sample press release
- Schools' letter and pack (if applicable)
- Box Office information notes

### General

- Tour schedule
- Contact details (names, position and numbers) for your company
- Anything else you want to include which you think will help!

[The Source Arts Centre](#), Thurles, Co Tipperary