

## KOORLINY ARTS CENTRE MARKETING SERVICES

Koorliny Arts Centre (KAC) can assist you with the promotion of your show. Our base Marketing Assistance Fee of **\$100.00** covers the following:

- Event inclusion in the Koorliny Arts Centre e-newsletter (database of over 900 subscribers). Sent monthly. Includes events over the upcoming 6 weeks;
- Event inclusion on the Koorliny Arts Centre website. Uploaded when event goes on sale;
- An A4 poster in a Window Display Box at the venue. Displayed when the event goes on sale;
- Event inclusion on printed in-house “What’s On” guides, printed bi-monthly;
- Display of flyers (provided by the hirer) in the centre.

Koorliny Arts Centre will not carry out any promotion on behalf of the promoter without a completed Publicity Services Form. All prices include GST. All selected marketing services are then deducted in the event reconciliation.

Please note: All display or edition dates cannot be guaranteed and are dependent upon number of events coming up.

### Additional promotion

The base Marketing Assistance fee does not include uploading of event to event websites, social media or writing and distributing media releases. If required, these services can be arranged based on your budget (see Publicity Services Form).

We do not arrange advertising in local newspapers. You will need to make your own arrangements for this form of marketing.

We do not arrange poster and flyer printing, distribution or poster tagging. Our preferred printer is Inkspot Print – you can contact them at [www.inkspotprint.com.au](http://www.inkspotprint.com.au) or 9581 3100.

### Venue Booking Details

Please ensure all publicity and marketing materials are tagged as follows (or similar):

**KOORLINY ARTS CENTRE**  
**<<day/date/year and time of event>>**

Book in person at KAC Box Office, phone **9467 7118**, or online at [koorliny.com.au](http://koorliny.com.au)

Please note that materials with incorrect venue or booking details will not be displayed or distributed.

## Marketing Requirements

The hirer must provide material a minimum of 28 working days prior to requested inclusion date.

If you choose any of our marketing services, it is extremely important the requested information is gathered and sent to Koorliny Arts Centre as soon as possible. All marketing and publicity requests require various turnaround times, so it is important to prepare these early in order to meet any deadlines.

Please send all marketing/publicity material to Monique, Marketing Coordinator for the Koorliny Arts Centre with the show name in the subject line. Email: [monique@koorliny.com.au](mailto:monique@koorliny.com.au), phone (08) 9467 7118.

## Venue requirements

Please find below the items and specs required for Koorliny Arts Centre's in-house marketing:

What	Dimensions	DPI	Notes
KAC website image	Portrait size (A4)	72	Up to 3 images, but at least 1.
KAC website synopsis	200 words about the show, including dates and times.		
Flyer A4			

You may also provide video footage (Youtube, Vimeo, avi or wmv format up to 8MB) for our website.

## Additional (media)

If you have requested additional marketing options, please also supply a media release for distribution to our local newspapers, along with a minimum of one high-resolution image (at least 1MB). Note that we cannot guarantee editorial space – that is up to the newspapers' discretion.

If you require help writing a media release, we can arrange this for an additional fee (see Marketing Services Form).

## Ticketing requirements

As part of your booking, you would have completed a Ticketing Agreement Form. Please allow seven (7) days before pre-sale date for ticketing information to be processed. Ticketing terms and conditions are on the Ticketing Agreement Form.

# KOORLINY ARTS CENTRE MARKETING SERVICES FORM

SHOW NAME:

MARKETING/PUBLICITY CONTACT:

Basic Marketing Assistance (\$100.00)  Required  Not Required

## ADDITIONAL SERVICES

Press Release Distribution (\$50)  Required  Not Required

Please provide a one-page press release and at least one high-quality image (at least 1MB). We reserve the right to edit copy to meet accepted newspaper standards. If a press release needs re-writing the Marketing Coordinator will contact you. We will distribute to our two local newspapers. For extra distribution, cost will be negotiated. Please note that deadlines apply for copy (see "Additional promotion").

Press Release Preparation (\$50)  Required  Not Required

Please provide information about your event, including dates and times, and at least one high-quality image (at least 1MB). The marketing officer will be in touch for additional information, as required. The press release will be limited to one page and will be sent to you approval. However, we reserve the right to edit copy to meet accepted newspaper standards. Please note that deadlines apply for copy (see "Additional promotion").

Event website listings (5 sites) (\$100)  Required  Not Required

Please provide show/event information, at least one high-quality image (at least 1MB) and a flyer. We reserve the right to edit copy to meet accepted website standards. We may need to alter images to meet website requirements. We will list on five of the following sites: Scoop Online, Eventful, Enjoy Perth, Around You, Eventfinda. Please note that deadlines apply for copy (see "Additional promotion").

Weekend Notes article (\$70)  Required  Not Required

Please provide show/event information, at least one high-quality image (at least 1MB) and a flyer. We reserve the right to edit copy to meet accepted website standards. We may need to alter images to meet website requirements. An article will be submitted to Weekend Notes in keeping with Weekend Notes guidelines. It is up to the hirer to share this link and encourage people to like it, which increases popularity. Please note that deadlines apply for copy (see "Additional promotion").

Social media (\$70/4wks, \$100/6wks, \$140/8/wks)  Required  Not Required

Please provide show/event information, at least one high-quality image (at least 1MB) and a flyer. We will list your show once a week on our Facebook page/timeline and on Twitter. It is up to the hirer to share these mentions on their own pages/event pages/Twitter feeds and other social media. Please note that deadlines apply for copy (see "Additional promotion").

## AUTHORISATION FOR MARKETING SERVICES

SIGNATURE:

DATE: