

# JOAN SUTHERLAND PERFORMING ARTS CENTRE

## 2019 MARKETING PACK FOR HIRERS



### MARKETING PACKAGE

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Our Marketing team brings a wealth of experience across traditional marketing, content development, social media and digital production.

The Joan provides a variety of complimentary and fee incurred promotions that may assist in marketing your event.

All promotional activity conducted by the Joan Sutherland Performing Arts Centre on behalf of a hirer must be approved in writing prior to action is at the venue's discretion and subject to availability.

Costs associated with fee-incurred promotions must be paid for from hirer show settlement – we are unable to invoice separately.

## JOAN SUTHERLAND PERFORMING ARTS CENTRE VENUE IDENTITY

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The venue must always be referred to as **The Joan** or the **Joan Sutherland Performing Arts Centre** in your promotional material. The venue name should not be altered in any way. This branding consistency is to ensure easy recall of our website [www.thejoan.com.au](http://www.thejoan.com.au)

### BOX OFFICE DETAILS

Joan Sutherland Performing Arts Centre  
4723 7600  
[boxoffice@penrith.city](mailto:boxoffice@penrith.city)  
[www.thejoan.com.au](http://www.thejoan.com.au)

### LOGO REPRODUCTION

The Joan logo must be included on all publications, print materials, signage and other marketing communications including websites. To download high res versions of our logo, please [click here](#).

## MARKETING SERVICES

**ALL PRICES QUOTED ARE INCLUSIVE OF GST. All services charged against final show reconciliation.**

### THE JOAN WEBSITE

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Events staged at or ticketed by The Joan are loaded to our website once the event is on sale to the general public. Please provide your show copy (up to 200 words), your show image (jpg – this needs to be suitable for re-sizing to 1920x790px landscape with no wording on it, the hero image cannot be a logo). If you fail to supply the right image we will use one of the generic images for the genre of the performance. Please see generic images below.

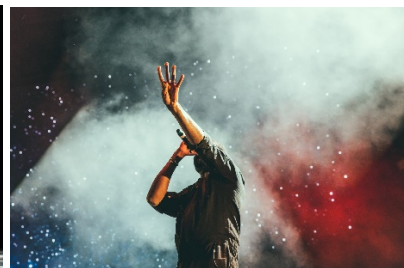
**Theatre**



**Dance**



**Music**



Email any links to You Tube or vimeo clips or websites that you may wish to reference directly to [dragana.novakovic@penrith.city](mailto:dragana.novakovic@penrith.city) or [malvina.tan@penrith.city](mailto:malvina.tan@penrith.city)

Our website also has capacity for you to showcase a gallery of images so if you have more visuals for your show, it will improve the look of your listing, and we are happy to load those images for you.

Please supply the duration of your event, this information is very useful for the patrons that attend the performance.

You are responsible for promoting notices about your event and they need to be listed on the event page. Such notices may include: Contains smoke Contains strobe lighting Contains loud noises Contains coarse language Contains nudity

COST: Included at no cost.

### **MONTHLY EDM (Electronic Direct Marketing)**

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Subject to space, timing and availability we will endeavour to include your event in at least one general What's On e-newsletter sent to our growing database of over 12000 patrons. The information we use will be copied from our website listing of your event. We will subscribe you with the email provided, in order for you to receive a copy.

Cost: Included at no cost.

### **POSTERS & FLYERS**

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Posters and flyers advertising events presented at The Joan can be displayed in and around the venue by the Front of House staff. We recommend sending no more than 7 A3 sized posters and 500 DL flyers or A6 postcards. Flyers and posters are positioned and rotated at the discretion of The Joan. Please deliver posters and flyers to the Box Office ensuring they are clearly marked for the venue to use.

Note: Hirers must arrange collection of posters/banners after their event should they wish to keep them. The Joan takes no responsibility for any posters, flyers or banners left at the venue beyond the hiring period.

The Joan does not encourage the use of pull-up banners as we don't always have space to display them.

Cost: Included at no cost.

### **MONTHLY HARD COPY WHAT'S ON**

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The Joan produces a monthly hard copy What's On flyer, which is available for collection in the venue. Subject to space, timing and availability we will include your event in at least one hard copy What's On newsletter. As with the digital version, we will use your supplied copy, and will edit it down to fit available space.

Cost: \$55

## **SOCIAL MEDIA**

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We are happy to share your information on our Facebook, Instagram and Twitter channels, however we are also able to undertake targeted promotions and boosts to reach specific audiences, tailored to your budget.

We recommend that you create a Facebook event page for your event and add the Joan Sutherland Performing Arts Centre as a co-host. We advise that you create posts on Facebook and other social media networks you are on and use paid Facebook advertising to reach your target audience.

To receive notifications, like our page [www.facebook.com/joansutherlandperformingartscentre](http://www.facebook.com/joansutherlandperformingartscentre) and follow [http://www.twitter.com/the\\_joan](http://www.twitter.com/the_joan), @\_the\_joan on Instagram.

Cost: You set the budget for boosting posts or running promotions.

Administration fee: \$55.

## **EXTERNAL VISUAL DISPLAY**

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Subject to availability and timing, The Joan has window space for large scale promotional display.

We are able to arrange for large-scale vinyls to be displayed on the external and internal windows of The Joan's building. These windows are situated at The Joan's foyer and they face Westfield Penrith.

We will access a suitable window spot for you, provide you with the appropriate specifications for you to design your artwork, and we will arrange and coordinate printing and installation.

Fee includes both exterior and interior window vinyl transfers – The Joan is located in a high traffic area opposite Penrith Westfield; and is open until 9pm weeknights as a busy centre of learning, as well as a venue for events, so vinyls are highly sought after.

Cost: \$660 – includes printing and installation.

## **EDM (Electronic Direct Marketing)**

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### **TARGETED**

We can provide a targeted email created from previous ticket buyers to suit your budget, with segment size depending on your target parameters.

Cost: \$385.

### **FULL DATABASE**

Subject to timing and approval, you may wish to send a dedicated EDM our full patron database of over 12,000 people.

Cost: \$605

## **MEDIA MANAGEMENT**

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### **MEDIA RELEASE WRITING**

Our team can draft your Media Release for you, based on supplied information, including hosting your high-resolution images for easy media access via Dropbox.

Cost: \$220

### **MEDIA RELEASE DISTRIBUTION & PR**

Using the most up to date media databases, and drawing on our own local contacts, we can ensure your release has the best chance of reaching the right people, maximising potential for editorial coverage. We will also assist in coordination of interview and review ticket requests, competitions and ticket giveaways.

Cost: \$440

*Please note – if you are considering hiring a PR Agency to support your campaign we may be able to make recommendations. You will need to budget in the region of \$3000 for a publicist.*

### **ADVERTISING**

The Joan can assist and provide information regarding relevant local and regional media advertising. Where there is a negotiated advertising rate in place we will provide access to this rate for you and will assist with making your bookings. It will be your responsibility to supply artwork to specifications by the deadline.

Cost: \$165 administration fee as well as cost of advertising.

### **COLLATERAL DISTRIBUTION**

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The Joan can arrange distribution of collateral throughout the lower Blue Mountains and selected Western Sydney regions via cafes, shops, entertainment venues, university, libraries and also directly to households.

This activity is scheduled in advance via the Marketing team and requires written confirmation, before sending your collateral.

#### **Minimum Postcard/flyer quantity: 1000**

Unit Cost: Postcard or DL flyer distribution \$0.22 per item, plus **\$275 special area distribution** (Blue Mountains and Penrith surrounds).

#### **Minimum total cost: \$495**

#### **Minimum poster quantity: 250**

Unit Cost: Poster distribution \$1.65 per item, plus **\$275 special area distribution** (Blue Mountains and Penrith surrounds).

#### **Minimum total cost: \$687.50**

\*Note, collateral printing can be arranged at a cost of \$330 /1000 A6 postcards.

## HIRERS' MARKETING SUITE – COSTS

<b>STANDARD MARKETING PACKAGE – PART OF ALL HIRE AGREEMENTS</b>			
Includes website listing, poster and flyer display, inclusion in monthly What's On eDM, social media sharing and Facebook event co-hosting.	\$0		
<b>eDM</b>			
Targeted	\$350	\$35	<b>\$385</b>
Full database	\$550	\$55	<b>\$605</b>
<b>PRINTED WHAT'S ON NEWSLETTER</b>			
Listing plus image in hard copy What's On in the month your event takes place.	\$50	\$5	<b>\$55</b>
<b>MEDIA MANAGEMENT</b>			
Media Release Writing	\$200	\$20	<b>\$220</b>
Media Release Distribution & PR	\$400	\$40	<b>\$440</b>
Social Media	\$50 plus cost of promotion	\$5 +	<b>\$55 +</b>
Advertising	\$150 plus cost of advertising	\$15 +	<b>\$165 +</b>
<b>COLLATERAL PRINT AND DISTRIBUTION</b>			
<b>POSTCARD DISTRIBUTION</b>			
Café, store distribution Penrith and surrounds per 1000 (includes \$250 special run surcharge)			
First 1000	\$450	\$45	<b>\$495</b>
2 <sup>nd</sup> 1000 & thereafter (in same run)	\$200	\$20	<b>\$220</b>
Printing per 1000 with print ready artwork supplied*, on A6, four colour process, double sided on 310 gsm gloss card	\$300	\$30	<b>\$330</b>
<b>POSTER DISTRIBUTION</b>			
Café, store distribution Penrith and surrounds per 250 (includes \$250 special run surcharge)	\$625	\$62.50	<b>\$687.50</b>
Printing per 250 with print ready artwork supplied*, on A3 full colour, 150gsm gloss stock	\$500	\$50	<b>\$550</b>
<b>EXTERNAL VISUAL DISPLAY</b>			
<b>WINDOW VINYL (INTERNAL / EXTERNAL WINDOW OF BUILDING)</b>			
Printing and installation of inner and outer vinyl artwork	\$600	\$60	<b>\$660</b>

- Unsuitable artwork requiring edits may incur extra charges