

JOAN SUTHERLAND PERFORMING ARTS CENTRE

MARKETING PACK FOR HIRERS



MARKETING PACKAGE

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

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

BOX OFFICE DETAILS

Joan Sutherland Performing Arts Centre
02 4723 7600
boxoffice@penrith.city
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 will be charged against final show reconciliation.

THE JOAN WEBSITE

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 1920px (width) by 790px (height) landscape with no wording on it, the hero image cannot be a logo). If you fail to supply the right image we will use generic stock images sourced from copyright free sites for the genre of the performance. Please see examples of generic images below.



Email any links to You Tube or Vimeo clips or websites that you may wish to reference directly to clare.kirton@penrith.city or fleur.wells@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)

Subject to space, timing and availability we will endeavour to include your event in at least one general What's On monthly e-newsletter sent to our growing database of over 15,000 patrons. The information we use will be copied from our website listing of your event. Please inform us if you would like to receive a copy in your email inbox – we will need an email address for this to be forwarded to.

Cost: Included at no cost.

POSTERS & FLYERS

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 5 pieces of A3 sized posters and 500 pieces of 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.

Please send the materials to: The Joan Sutherland Performing Arts Centre, 597 High Street Penrith NSW 2750 and address them to Clare Kirton and Neige Manwaring.

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 have space to display them.

Cost: Included at no cost.

SOCIAL MEDIA / DIGITAL ADVERTISING

We are happy to share your information as organic posts on our Facebook and Instagram channels when it suits our social media calendar at no cost. However we are also able to undertake targeted digital advertising 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 Facebook page www.facebook.com/joansutherlandperformingartscentre and follow @_the_joan on Instagram.

Cost: You set the budget for running digital advertising. Administration fee: \$66.

EXTERNAL VISUAL DISPLAY

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: \$726 – includes printing and installation.

DIGITAL SCREEN ADVERTISING

We have three digital TV screens in The Joan foyer located near to the Box Office in the Atrium foyer. These screens run during operational hours and are located in high traffic areas.

We require a 1080px (width) by 1920px (height) digital file with show name, date and time.

Cost: \$165

WINDOW VINYL & DIGITAL SCREEN DEAL

We can provide digital screen marketing on our digital TV screens FREE of charge if you book external visual display on our windows.

We require a 1080px (width) by 1920px (height) digital file with show name, date and time.

EDM (ELECTRONIC DIRECT MARKETING)

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: \$429

FULL DATABASE

Subject to timing and approval, you may wish to send a dedicated EDM our full patron database of over 15,000 people.

Cost: \$660

EDM & DIGITAL SCREEN DEAL

We can provide digital screen marketing on our digital TV screens FREE of charge if you book an EDM.

We require a 1080px (width) by 1920px (height) digital file with show name, date and time.

MEDIA MANAGEMENT

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: \$242

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: \$484

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 approximately \$3000 for a publicist.

PRINT 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: \$187 administration fee as well as cost of advertising.

COLLATERAL DISTRIBUTION

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

Distribution cost of \$544.50, plus \$275 special run surcharge (Blue Mountains and Penrith surrounds).

Printing cost of 1000 postcards/flyers: \$363

Minimum A3 poster quantity: 250

Distribution cost of \$759, plus \$275 special run surcharge (Blue Mountains and Penrith surrounds).

Printing cost of 1000 postcards/flyers: \$605

Should you already have printed materials and would like to book distribution only, we are able to assist with this. Please book distribution through us and send the materials to: The Joan Sutherland Performing Arts Centre, 597 High Street Penrith NSW 2750 and address them to Clare Kirton and Neige Manwaring.

PLEASE SEE NEXT PAGE FOR PRICE LIST.

MARKETING SERVICES PRICE LIST

STANDARD MARKETING PACKAGE – PART OF ALL HIRE AGREEMENTS			
<u>ITEM</u>	<u>Price excluding GST</u>	<u>GST</u>	<u>Price including GST</u>
Includes website listing, poster and flyer display, inclusion in monthly What's On EDM, social media organic posts sharing and Facebook event co-hosting.	\$0	\$0	\$0
EDM			
Targeted	\$390	\$39	\$429
Full Database	\$600	\$60	\$660
MEDIA MANAGEMENT			
Media Release Writing	\$220	\$22	\$242
Media Release Distribution & PR	\$400	\$44	\$484
Digital Advertising	\$60 plus cost of promotion (as per hirer's supplied budget)	\$6	\$66
Print Advertising	\$170 plus cost of print advertising (as per publication's supplied rates)	\$17	\$187
COLLATERAL PRINT & DISTRIBUTION			
POSTCARD DISTRIBUTION Café, store distribution Penrith and surrounds per 1000 (includes \$250 + GST special run surcharge) First 1000	\$495	\$49.50	\$544.50
2nd 1000 & thereafter (in same run)	\$220	\$22	\$242
Printing per 1000 with print ready artwork supplied*, on A6, four colour process, double sided on 310 gsm gloss card	\$330	\$33	\$363
POSTER DISTRIBUTION Café, store distribution Penrith and surrounds per 250 (includes \$250 + GST special run surcharge)	\$690	\$69	\$759
Printing per 250 with print ready artwork supplied*, on A3 full colour, 150gsm gloss stock	\$550	\$55	\$605
EXTERNAL VISUAL DISPLAY			
WINDOW VINYL (INTERNAL / EXTERNAL WINDOW OF BUILDING) Printing and installation of inner and outer vinyl artwork	\$660	\$66	\$726
DIGITAL SCREEN ADVERTISING			
3 x TV screens at atrium foyer	\$150	\$15	\$165
WINDOW VINYL / EDM DEAL If you book either a Window Vinyl or an EDM, we will offer complimentary digital screen advertising.	\$0	\$0	\$0