# Marketing Kit

## [Add Work title here]

*Complete the following details about your work and company/artist.*

*If any of the sections below are not relevant, remove them – if there is info or content still to come, make a note. Supply artwork, images and logos via free file transfer sites such as Dropbox.*

*When your kit is complete – go through and delete any text in italics!*

*Finally, it’s a good idea to include a note about approvals such as;*

|  |
| --- |
| Please note all marketing materials including print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, emails) require approval before being published or sent to print.  Approvals should be sent to the marketing contact as listed below. Please allow a 24-hour turn around on all approvals. |

|  |
| --- |
| Marketing Contact Name  Title/Organisation  Email  Phone |
| Work Title |
| Artist/Company Name |
| Touring Organisation |
| Presentation Line & Billing *[Your venue] and [artists] present*  *[Work title]* |
| Logos These logos are mandatory and must be included on all print and digital material.  *Include*   * *Mono, reverse and full colour* * *JPG, PNG and EPS formats* * *Note hierarchy and minimum size* |
| Mandatory Acknowledgments The following acknowledgement text must be included on all materials (including print, digital and broadcast) created for this production, but is negotiable for press advertisements where space is limited. |
| Artform  * Cabaret * Circus / Physical Theatre * Comedy * Dance * Drama * Interactive / Immersive * Interdisciplinary / Multi-media * Live Music (Contemporary / Popular) * Live Music (Classical) * Music Theatre / Opera * Performance Art / Spoken Word * Visual Theatre / Puppetry * Other – please specify |
| Performance Duration |
| Age Suitability/Warnings |
| Marketing Copy - Tag Line *10 words* |
| Marketing Copy *70-100 words* |
| Marketing Copy - Extended *150 -200 words* |
| Media QuotesAudience Quotes |
| Images A selection of high res images are available to download [insert dropbox link]  *Images must be provided High Resolution (300DPI, file size should be approx. 2 MB).*  *It is best to include the following info in the file name of each image Company name\_show title\_photo by …\_Hero/production etc*   * *Hero image* * *Production images* * *Cast headshots* * *Behind the scenes images*  Image Credits Please ensure images are credited as [insert name] |
| Footage / Audio *Supply any available promo, performances, background, interviews*   * *youtube vimeo spotify links* * *broadcast quality footage .mov files* |
| Other Content *Make a note and supply any available content from previous presentations – key artwork, poster/flyer templates, media release, graphics with pull quotes, news/media coverage about the show or other great content created to help promote the show.* |
| About the Company/Artist *Max 200 words* |
| Cast and Creatives List The following is a complete list of the credits required on website and in house programs. Cast and Creatives Bios *Supply bio and head shot of each member* |
| Digital Channels *Include website, social etc* |
| Awards/Nominations |
| Previous Seasons/Tours |
| Suggested Target Audience *Describe your audience in terms of age, gender, what other type of shows, events or activities they may enjoy.* |
| Social media and promotion ideas *Please supply any activity that has worked well for your production/show in the past. You can even supply links to social videos, albums or other content from your channels that can be shared by venues/presenters.* |