

TRIM Reference: \_\_\_\_\_



## MARKETING INFORMATION

**THIS FORM IS TO BE COMPLETED AND RETURNED AT LEAST TWO WEEKS PRIOR TO OPENING OF THE BOX OFFICE SALES.**

### PART 1: ORGANISATION AND CONTACT DETAILS

Organisation and Contact Details: same as QPT03 – Application of Hire

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### PART 2: MARKETING – COPY

Please provide us with the below copy requirements to put the performance on sale.

<b>Performance</b> <i>Title for on website</i>	
<b>Company/Artist</b> <i>For the headline credit (If any)</i>	
<b>Short Description</b> <i>Tagline (Around 25 words)</i>	
<b>Long Description</b> <i>Text for venue brochures, flyers, program guide listing (120 words)</i>	
<b>Warnings</b> <i>e.g., smoking, hazer, nudity, language, etc.</i>	
<b>Age Recommendation</b>	



<b>Images</b>	<b>Please provide images via email or direct link</b> <a href="mailto:gpt@cgg.wa.gov.au">gpt@cgg.wa.gov.au</a>
<i>Provide a square and portrait image. JPEG of least 1 MB High Resolution in 300 dpi.</i>	
<b>Marketing Kit</b>	<b>Please provide images via email or direct link</b> <a href="mailto:gpt@cgg.wa.gov.au">gpt@cgg.wa.gov.au</a>
<i>Link to any other marketing material, including social media</i>	

## PART 5: MARKETING SUPPORT

Queens Park Theatre offers Marketing Support, which includes marketing campaigns, event listings and advertising on Facebook, Instagram, print advertising, seat drops and displays at the Queens Park Theatre.

<b>QPT will provide.</b>
<b>Web listing on the QPT webpage</b>
<b>Event Listing on Queens Park Theatre Facebook page</b>
<b>Display of performance on the QPT Digital Banner</b> <i>Image size 576x144 pixels</i>
<b>Display of performance of the Queen Park Theatre TV's</b> <i>1920 x 1080 Ratio 16:9 and Upright Screen 1080 x 1920 – Ratio 9:16</i>
<b>General Email Alert</b>
<b>Options for hirer to provide.</b>
<b>Display of DL Flyers in the Theatre</b> <i>Up to 500 DL Flyers</i>
<b>Display of Posters in the Theatre</b> <i>A0x2 A2x6</i>
<b>Display of Pull-Up Banners in Centre</b> <i>Delivered to the Queens Park Theatre</i>

<b>QPT's Marketing Campaigns</b>	<b>Cost</b>	<b>Select</b> <i>Please Tick</i>
<b>Dedicated Email Alert</b> <i>The marketing team will produce a professional dedicated email list, using QPT's CRM system and will send your email to the most relevant audience.</i>	\$52.00	<input type="checkbox"/>
<b>Facebook Boosted</b> <i>Shared and paid boosted posts.</i>	Cost Recovery	<input type="checkbox"/>
<b>CBD Poster Distribution</b> <i>Up to 20 A4 A5</i>	\$52.00	<input type="checkbox"/>