



MARKETING TOOLKIT

CAMPAIGN OVERVIEW • KEY MARKETING ASSETS • SOCIAL MEDIA • VENUE SIGNAGE

We're excited to work with you!

Your event has the unique advantage of reaching our engaged customer database. We provide comprehensive marketing support for your event to enhance your own marketing and promotional activities.

Please ensure you familiarise yourself with the sections of this document and if you have any questions don't hesitate to get in touch with our team.

VENUE MARKETING INCLUSIONS

DIGITAL MARKETING

Venue Dedicated Webpage and Website Listing

Weekly Venue Newsletter Inclusion

Facebook Event Co-host.

Social Post Upon Announcement.

Stories Post Upon On Sale.

'What's On This Week' Social Post Inclusion.

Organic Social Posts - Upon Request

VENUE SIGNAGE

Digital Rotating Screens - Courtyard & Theatre Main Bar.

Poster & Flyer Placements at Venue - If Provided.

WEEKLY VENUE NEWSLETTER

The Factory Theatre Newsletter sends weekly to our entire subscriber list, and is **dynamic & personalised** to each subscriber.

Every event receives inclusions in the below sections:

1. **Just Announced**
2. **Coming Soon**
3. **Top Picks** - Displays events that a subscriber is most likely to be interested in based on their previous purchase history & alert preferences.

KEY MARKETING ASSETS

Please provide requested assets minimum 2 days prior to show announcement or marketing requests.

All content provided will undergo our approval process to ensure it meets our style guidelines and standards.

VENUE ASSETS

ASSETS	DIMENSIONS (WxH)	REQUIREMENTS
Event Image	1600 x 900 px	Text free image 200px zone on the left & right of the image to be clear of text/important elements
Social Media Tiles (Image and/or video)	1080 x1080 px 1340 x 1900 px	Video less than 60 secs
Social Media Stories (Image and/or video)	1080 x 1920 px	Video less than 60 secs
Facebook event cover photo	1920 x 1080 px	Text free image
High resolution print image	Highest available	Text free, 300 dpi, minimum 2mb
Bar Screen Image	1920 x 1080 px	Text free image
YouTube Video		Please provide a link to your preferred video which we will embed on our website.

POSTER/FLYER

POSTER / FLYER REQUIREMENTS	PREFERRED DIMENSIONS	QUANTITY
Poster for display throughout venues and box office locations	A2 or A3	25 posters
Flyers for display and hand-out throughout venues and box office locations	DL	1,000 flyers

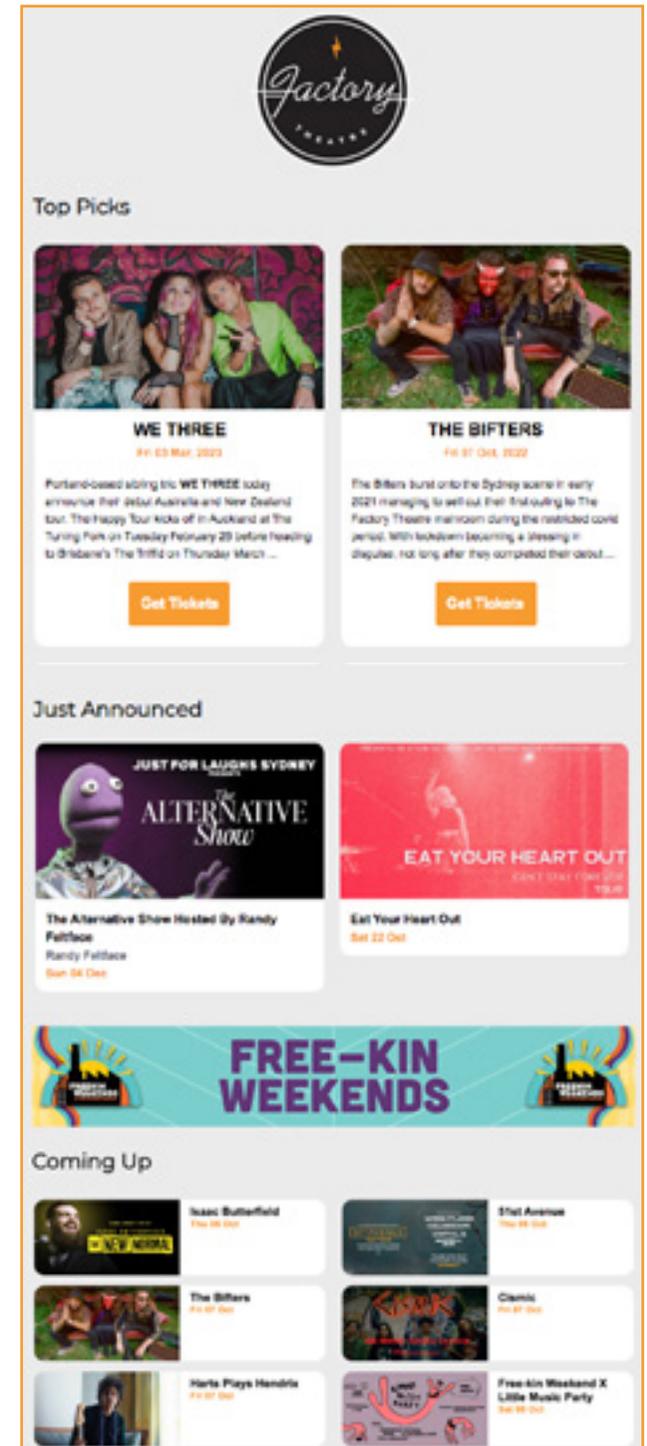
Internal poster walls and DL flyer racks readily available to display your event from announce.

Please forward the requested quantities to our head office:

ATTN: Marketing Department
The Factory Theatre
105 Victoria Road
Marrickville NSW 2204, Australia

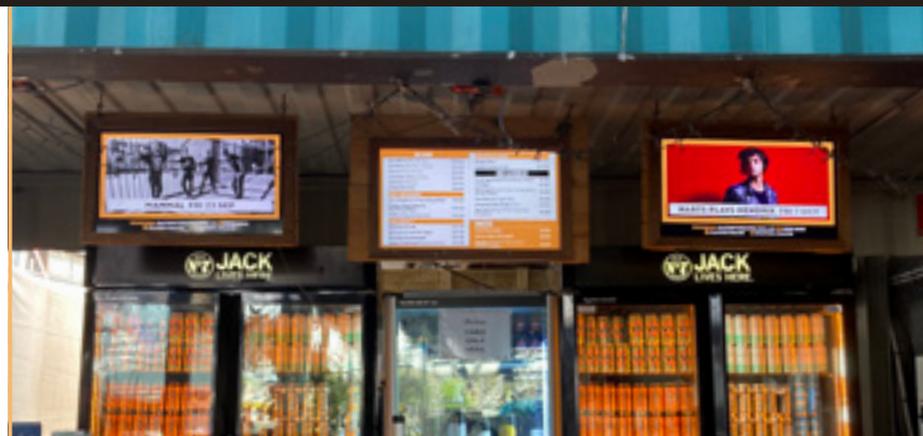
DIGITAL MARKETING EXAMPLES

Upon announcement of your event we will publish a dedicated social post to share with our subscribers and followers.



DIGITAL BAR SCREENS

Your event will be included free of charge as a slide on our courtyard bar & main bar digital screens from announce until your event date. These screens are active during events.



PAID MARKETING OPPORTUNITIES - DIGITAL

We have a database of over **1.5 million customer records** and offer Venue Marketing Solutions that result in significant engagement across all digital channels.

WHAT IS IT?

- We offer venue marketing solutions using our **custom audience building algorithm**.
- We offer access to this algorithm so you can directly market your show to our venue subscribers.
- You can use this solution to send show alerts via Email, SMS, Facebook and Instagram (as well as look-a-like audiences on these social media platforms).

HOW IT WORKS?

- Our algorithm builds a suitable data set for your show based on **previous purchase history, frequency of ticket purchases** and **show alert preferences** from our 1 million records.
- *For example, if there is an English 60s Rock music event, we can generate a dataset of previous purchases to match that event genre, era & origin.*

HOW TO USE IT?

- Once your event is confirmed with us, you will receive a 'Promotion Request' webform for your event.
- Through this simple webform:
 - You select audience sizes and delivery channels you would like to market through.
 - We deliver messaging to that audience/s using content from your website listing.
- The total promotion cost, including content generation and delivery, is calculated & displayed at the bottom of the form.
- 2 weeks after your promotions have been sent, we will send you a report to show you how your promotions have performed.

Please note - the webform is standardised. For specific requests, please contact us.

EXAMPLES OF THE GREAT CAMPAIGN SUCCESS!

EXAMPLE 1

\$650 cost for an EDM campaign sent to a 10,000 audience

Settlement Report

Tickets Sold	140
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Value Sold	\$7,350
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1000% ROI

EXAMPLE 2

\$550 cost for a EDM campaign sent to an 8,000 audience

Settlement Report

Tickets Sold	20
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Value Sold	\$1,678
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200% ROI

VENUE SIGNAGE - PAID

If you are interested in utilising our dedicated signage options for your event please contact your event manager for bookings and artwork specifications.

COURTYARD WALL SIGNAGE



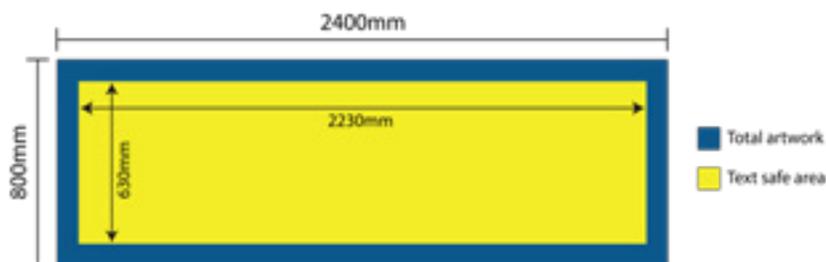
MONTHLY VENUE ATTENDANCE: 20,000

Artwork safe zone size: 2.23m x 0.63m (w x h)

Overall size without bleed: 2.4m x 0.8m (w x h)

Artwork to be supplied at minimum 10% of actual size, CMYK, 300dpi. Preferably delivered as an EPS with fonts converted to outlines and 10-20mm bleed allowance (proportional to finished size).

Within Artwork safe zone please allow additional padding for any text elements.



COOK RD BANNER

High visibility with this banner located on the corner of two connecting roads - Victoria Road & Cook Road.



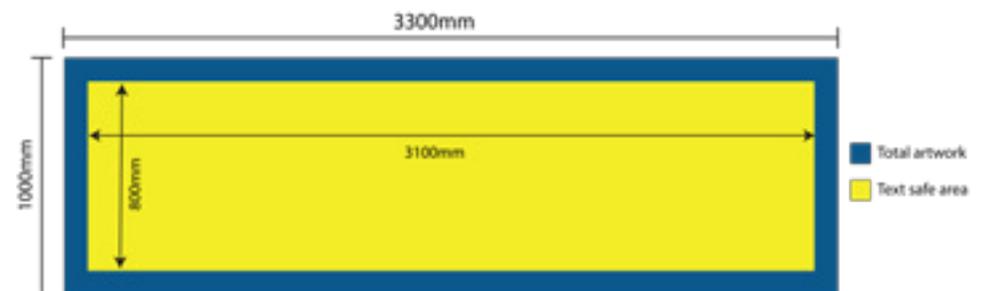
DAILY ROAD TRAFFIC: 18,000

Artwork safe zone size: 3.1m x 0.8m (w x h)

Overall size without bleed: 3.3m x 1m (w x h)

Artwork to be supplied at minimum 10% of actual size, CMYK, 300dpi.

Within Artwork safe zone please allow additional padding for any text elements.



PAID MARKETING WEBFORM - HOW IT WORKS

CENTURY
EVENTS - VENUES - ARTISTS

Event Promotion Request

Event promotion request for:

Event Name

Promoter Name

1. Promotion Type

The Promotion type field enables you to select an appropriate heading or subject line for your promotion.

Please select.

2. Target Audience Size

Select the size of the database you want to target:

Audience Size * 2500 4000 6000 8000 10000

3. Distribution Channels

Select the channels you would like to address through. Either select to target people directly from our list and/or target look-a-like audiences created in Instagram and Facebook.

Direct Marketing to Customers Lists	Look-a-like Audiences
<input type="checkbox"/> Email	<input type="checkbox"/> Facebook
<input type="checkbox"/> Facebook	<input type="checkbox"/> Instagram
<input type="checkbox"/> Instagram	

Select any combinations of channels you'd like. As you do so the overall cost of your promotion will be calculated and displayed at the bottom of the form.

Cost:
\$

SUBMIT

