

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

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

Internal Digital Rotating Screens

Poster & Flyer Placements at Venue - If Provided.

WEEKLY VENUE NEWSLETTER

The Concourse 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 IMAGE SPECS

ASSETS	DIMENSIONS (WxH)	REQUIREMENTS
High Resolution Print Image	Highest available	Text free, 300 dpi min. 2mb
Event Image (Large)	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
Display Screen image	1920 x 900 px	Text free image
YouTube Video		Please provide a link to your preferred video which we will embed on our website.

POSTER/FLYER SPECS

POSTER / FLYER REQUIREMENTS	PREFERRED DIMENSIONS	QUANTITY
Poster for display throughout venues and box office locations	A2 or A3	2 posters
Flyers for display and hand-out throughout venues and box office locations	DL 99 x 210 mm	500 flyers
Pullup banner to display in foyer	n/a	1 banner

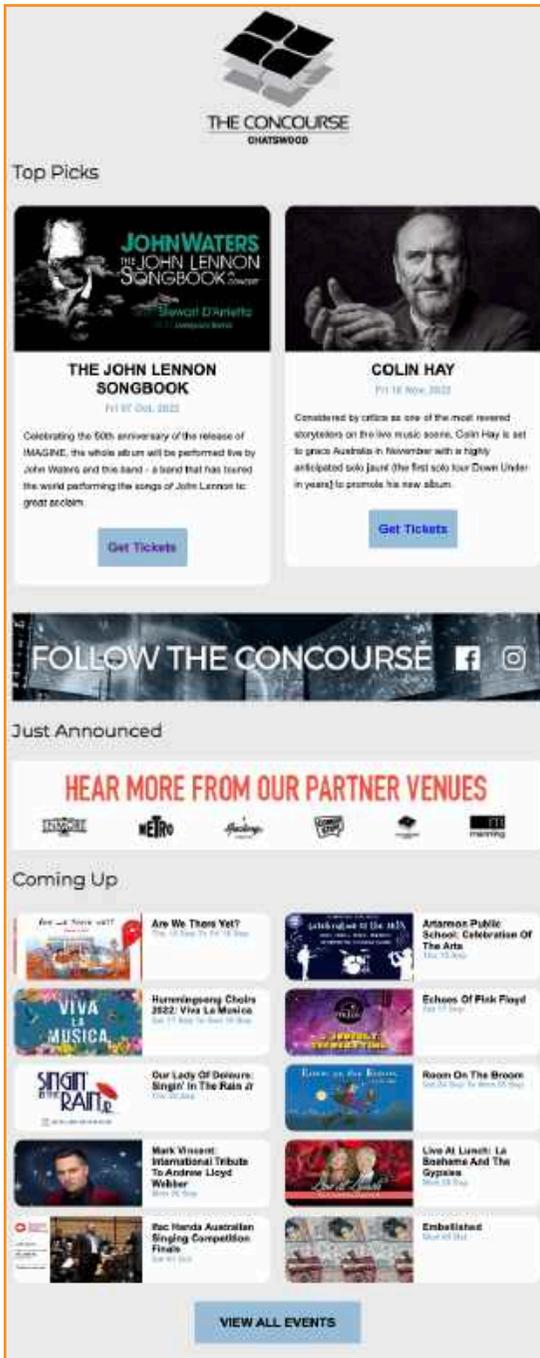
We have internal poster walls and DL flyer racks at all our venue location readily available for your event from announce. Please forward the requested quantities below to our head office:

ATTN: Marketing Department, The Concourse
409 Victoria Avenue, Chatswood NSW 2067, Australia

BOX OFFICE DIGITAL SCREENS

Your event will be included as a slide on our box office digital screens from announce. These screens are active during regular box office hours and events.

DIGITAL MARKETING - EXAMPLES



THE CONCONCOURSE CHATSWOOD

Top Picks



THE JOHN LENNON SONGBOOK
Fri 17 Oct 2022

Get Tickets



COLIN HAY
Fri 18 Nov 2022

Get Tickets

FOLLOW THE CONCONCOURSE [Facebook Icon] [Instagram Icon]

Just Announced

HEAR MORE FROM OUR PARTNER VENUES

Coming Up

VIEW ALL EVENTS



The Concourse Chatswood
Published by Mary Eliades · Yesterday at 2:35 PM

This Week at The Concourse!

- Are We There Yet?**
Based on the book by Alison Lester. Join 8 year old Grace and her family on their adventurous and often funny expedition around Australia!
- Hummingsong Choirs: Viva La Musica**
Viva la Musica will offer a multitude of songs in different styles, featuring many beautiful arrangements. This concert will be certain to stir emotions and get feet tapping.
- Echoes of Pink Floyd**
Australia's largest scale Pink Floyd concept act, Echoes of Pink Floyd, take audiences on a musical and visual journey of Pink Floyd with "A Journey Through Time".

www.theconcourse.com.au

WHAT'S ON THIS WEEK



ARE WE THERE YET?
THU 15 & FRI 16 SEP



VIVA LA MUSICA
HUMMINGSONG CHOIRS: VIVA LA MUSICA
SAT 17 & SUN 18 SEP



A JOURNEY THROUGH TIME
ECHOES OF PINK FLOYD



The Concourse Chatswood
Published by Mary Eliades · August 1

Just Announced - IFAC Handa Australian Singing Competition Finals!
Come see the newest stars of the operatic stage! Join us to hear 5 of our brightest young stars compete for the most prestigious award given to a young opera and classical singer.

Sat 1 Oct 2022
Book Now > <https://bit.ly/CON22-IFAC>

IFAC HANDA AUSTRALIAN SINGING COMPETITION

Finals Concert
7PM 1 OCTOBER 2022
The Concourse, Chatswood

Tickets on sale now



VENUE SIGNAGE - PAID

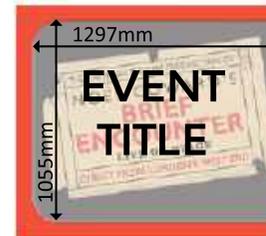
PRINTED VENUE SIGNAGE

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

<p>Large Outdoor Poster</p> <p>The Concourse creates the outdoor posters using a branded template - clients only need to supply artwork to fit in the template.</p>	\$150 + GST	Image/artwork · jpg, jpeg, png, PDF	1030mm(w) x 1550mm(h)
<p>Balcony Signage</p> <p>The Concourse creates the balcony signage using a branded template - clients only need to supply artwork to fit in the template.</p>	\$500 + GST	Image/artwork · jpg, jpeg, png, PDF	Panel 1: 1297mm(w) x 1055mm(h) Panel 2: 1363mm(w) x 1055mm(h) Panel 3: 1297(w) x 1055mm(h)
<p>Light Box Poster</p> <p>The Concourse creates the lightbox posters using a branded template - clients only need to supply artwork to fit in the template.</p>	\$200 + GST	Image/artwork · jpg, jpeg, png, PDF	730mm(w) x 1400mm(h)
<p>Foyer Digital Screens</p> <p>The Concourse foyer has digital screens that are active during events. Feature as a slide and be on display to patrons coming through the venue.</p>	\$50 + GST	Image/artwork · jpg, jpeg, png, PDF	1920px(w) x 900px(h), minimum 72 dpi & preferably text free.

BALCONY VINYL

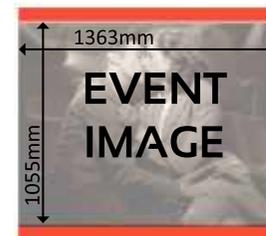
EXAMPLES



PANEL 1 - EVENT TITLE

Please supply panel 1 at total size 1297mm (w) x 1055mm(h), either as **PDF with all text outlined and images embedded at 300dpi**, OR as a **300dpi hi resolution jpeg**.

Please do not include any dates, venue or booking information in your artwork as this will be included in Panel 3.



PANEL 2 - EVENT IMAGE

Please supply panel 2 at total size 1363mm (w) x 1055mm(h), either as **PDF with all text outlined and images embedded at 300dpi**, OR as a **300dpi hi resolution jpeg**.

Please do not include any dates, venue or booking information in your artwork as this will be included in Panel 3.



PANEL 3 - EVENT TITLE

Please supply panel 3 at total size 1297mm (w) x 1055mm(h), either as **PDF**, OR as a **300dpi hi resolution jpeg**.

This panel must be left as a plain colour OR very simple background as we will overlay the show and booking information in-house prior to export for print.

VENUE SIGNAGE - PAID

OUTDOOR POSTER

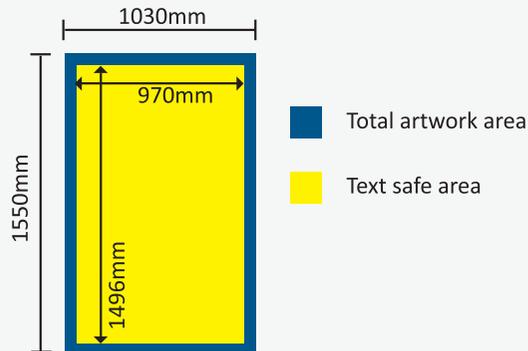
EXAMPLES



ARTWORK SPECIFICATIONS

Please supply artwork at total size 1030mm(w) x 1550mm(h), either as **PDF with all text outlined and images embedded at 300dpi**, OR as a **300dpi hi resolution jpeg**. To ensure no cut off from the poster border please include all text within a safe area of 970mm(w) x 1496mm(h). [See diagram]

Please do not include any dates, venue or booking information in your artwork as this is included in the final poster frame.



LIGHT BOX POSTER

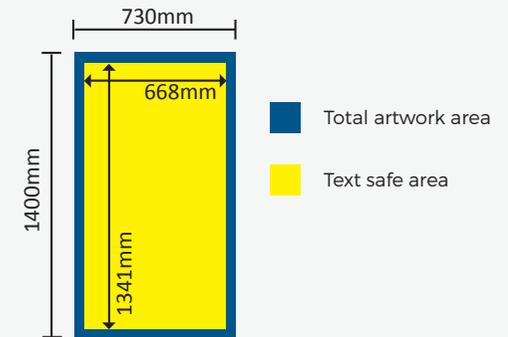
EXAMPLES



ARTWORK SPECIFICATIONS

Please supply artwork at total size 730mm(w) x 1400mm(h), either as **PDF with all text outlined and images embedded at 300dpi**, OR as a **300dpi hi resolution jpeg**. To ensure no cut off from the poster border please include all text within a safe area of 668mm(w) x 1341mm(h). [See diagram]

Please do not include any dates, venue or booking information in your artwork as this is included in the final poster frame.



ADDITIONAL INFORMATION

There are 3 light boxes on site that run along Victoria Ave with a total of 6 display panels.

Benefits:

- Only 6 panels available
- Backlit so posters stand out at night
- High car and foot traffic (displays face one of the entrances to Westfield Chatswood)



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

Price Type	Ticket Sales
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Venue Pre-Sale	140
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1000% ROI

EXAMPLE 2

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

Settlement Report

Price Type	Ticket Sales
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Venue Pre-Sale	20
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200% ROI

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 advertise 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 combination 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

