



MARKETING TOOLKIT

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

CENTURY
EVENTS · VENUES · ARTISTS

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 - External Box Office & Internal Theatre Foyer.

Roadside Venue Billboard Inclusion.

Poster & Flyer Placements at Venue - If Provided.

WEEKLY VENUE NEWSLETTER

The Enmore 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 (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
Facebook event cover photo	1920 x 1080 px	Text free image
Billboard image	1200 x 1800 mm	Text free, 300 dpi, min. 2mb
Foyer Screen Image	1080 x 1555 px	Text free image
YouTube Video		Please provide a link to your preferred video which we will embed on our website.

BILLBOARD IMAGE SPECS

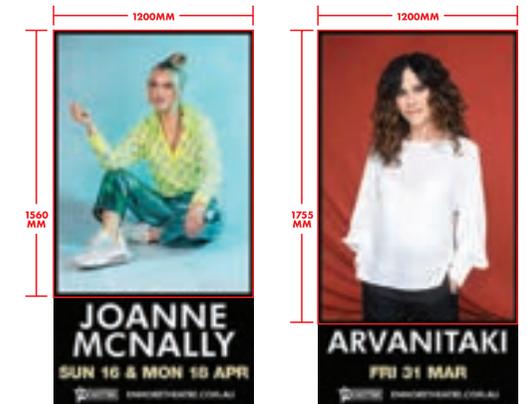
Provided image must be 300dpi, text-free & no less than 2MB in size.

**For some shows the height of the image space will be shorter if the title is longer and requires more vertical space. Please allow padding around important elements to ensure visibility of the whole image within the template frame, it's advised that additional padding is added at the base of your image.*

PROVIDED ARTWORK



TEMPLATE EXAMPLES



DIGITAL MARKETING - EXAMPLES

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

Enmore Theatre
Published by Mary Stobins · June 27 at 12:28 PM · 🌐

Chase Atlantic are heading home this December 🇦🇺🇦🇺
Representing the missing link between anesthetized woozy trap, nocturnal R&B, and psychedelically-spun alternative, Chase Atlantic blur boundaries between genres through fearless experimentation and innate melodic inclinations.

On Sale Thu 30 Jun 12pm > <https://bit.ly/ENM22-ChaseAtlantic>
Pre Sale Tue 28 Jun 11am via Live Nation Australia



A LIVE NATION PRODUCTION BY ARRANGEMENT WITH LNA

CHASE ATLANTIC

AUSTRALIA

THU 15-DEC-22 SYDNEY
ENMORE THEATRE

Enmore Theatre
Published by Mary Stobins · Yesterday at 11:45 AM · 🌐

What a week we have here! 🥳

👉 Nigel Ng, Tue 9 & Wed 10 Aug
International stand up comedian, content creator and viral superstar.
Waitlist > <https://local.e.century.com.au/nigelng-wait22...> See more



THIS WEEK AT THE ENMORE THEATRE
TUE 9 - SUN 14 AUG

NIGEL NG
SOLD OUT

AMYL AND THE SNIFFERS
SOLD OUT

+2

ENMORE THEATRE

Top Picks



BONOBO
Wed 10 Aug 2022

Fragments is the most emotionally intense record that BonoBo - aka Simon Green - has ever had to make. It's no surprise that it's also his masterpiece. The album features Janita Woods, Jai, Kadja Bonet, Jordan Rakai, O'Flynn and Miguel Alvarado-Faragon...

Get Tickets



CONFIDENCE MAN
Fri 16 Aug 2022

With pyrotechns higher than the heavens and music turned up to the max, Confidence Man are touring around Australia to celebrate the release of their sophomore album T&T (I'm I Oh YOU + Heavenly) MAS on 1 April 2022. C.O.D.L. people. We're here - We're...

Get Tickets



delAmitri
Tue 28 Feb



JULIA JACKLIN
PRE PLEASE ME SILENCE

Julia Jacklin
Sat 25 Feb



Dreaming with Eyes Open
Annandale Public School Showcase
Wed 27 Sep



Ty Dolla Sign
Wed 19 Oct



Superleng
Thu 10 Aug 10:30pm - 11:30pm



The Rolling Stones Reunited - Exile On Main Street
Sat 17 Aug



Enmore Comedy Club
Thu 10 Aug



Crooked Colours
Thu 10 Aug

VENUE SIGNAGE - FREE

DIGITAL SCREEN BOX OFFICE & THEATRE FOYER

Your event will be included free of charge as a slide on our external box office & internal foyer digital screens from announce until your event date. These screens are active during events.



ROADSIDE BILLBOARD PLACEMENT

Your event will be included free of charge on one of our roadside billboard placements in the lead-up to the show date - approximately 3 weeks of exposure.



POSTER/FLYER

Internal poster walls, external poster boxes 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

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



MONTHLY VENUE ATTENDANCE: 30,000 PEOPLE

PAID MARKETING OPPORTUNITIES - VENUE SIGNAGE

DEDICATED BILLBOARD PLACEMENTS

The Enmore Theatre has four large dedicated billboards located above the pedestrian awning:

- Foyer Billboard - Marrickville Side 1
- Foyer Billboard - City Side 2
- Cafe Billboard - Marrickville Side 1
- Cafe Billboard - City Side 2

Excellent exposure with high daily traffic on Enmore Road and lights are on these billboards so they are also visible at night.

Please contact your venue booking agent for availability and pricing.



DAILY TRAFFIC VOLUME: 22,000 VEHICLES

BILLBOARD ARTWORK EXAMPLES



CAFE SIDE BILLBOARD

Artwork safe zone size: 2.2m x 2.8m (wxh)

Overall size including bleed: 2.6m x 3.1m (wxh)

Artwork to be supplied at minimum 10% of actual size, CMYK, 300dpi, without cropmarks

Only include crucial information: event name, event date/s in the following format 'Fri 2 Feb'

Do not include venue or booking info.

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

FOYER SIDE BILLBOARD

Artwork safe zone size: 2.5m x 3.5m (wxh)

Overall size including bleed: 2.8m x 3.9m (wxh)

Artwork to be supplied at minimum 10% of actual size, CMYK, 300dpi, without cropmarks

Only include crucial information: event name, event date/s in the following format 'Fri 2 Feb'

Do not include venue or booking info.

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

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

Tickets Sold	20
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Value Sold	\$1,678
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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

Your Promotion Type will enable you to select an appropriate heading or subject line for your promotion.

Please select:

2. Target Audience Size

Select the size of the audience you want to target.

Audience Size: 2500 4000 6000 8000 10000

3. Distribution Channels

Select the channels you would like to advertise through. Other users can target people directly through the profile target. Note: other audiences include Instagram and Facebook.

Direct Marketing To Customers Lists **Look-a-like Audiences**

Email Facebook

Facebook Instagram

Instagram

Select any combination of channels you like. All you do in the overall cost of your promotion will be calculated and displayed at the bottom of the form.

Cost:

SUBMIT

