

## Marketing Support: Information for Producers

### Website

We will provide and maintain the *parktheatre.co.uk* website, displaying your show information and providing the following updates (to be supplied by you):

#### 1. Company List, Head Shots & Biographies

These must be provided post casting and prior to the commencement of rehearsals, to be uploaded to your show page on our website.

#### 2. Trailer / Other Promotional Videos

These should be sent to us via a sharing service (we recommend WeTransfer) and will be uploaded to our YouTube channel and embedded in your show page on our website.

#### 3. Rehearsal Photographs

These can be provided digitally at any time during rehearsals, ideally during week one, to be uploaded to your show page on our website.

#### 4. Production Photographs

These *must* be sent to us digitally *at least* 24 hours prior to your press night. A selection will be printed, at our expense, and displayed on our Front of House board.

#### 5. Reviews

These will be uploaded directly by us as and when they are published by the press. Unless hearing from you with particular requests, we will select relevant quotes.

*Please provide information in concise emails and in the correct formats. Please view the **Digital\_and\_Photo\_Requirements document** in the Producers Pack (sent once contracted) for the correct formats.*

*Additional update requests will be dealt with at the discretion of the marketing manager, and may incur a fee.*

## Social Media

We will maintain our Twitter and Facebook accounts - plus any other relevant social media. We will use this to feed into and support your production and your own social media activity.

## Mail-Outs

We will send e-shots to our mailing list. A minimum of:

- 1 x One week before show opens
- 1 x The Week of Opening
- 1 x After reviews are out
- 1 x Final week (shared half/half with the next show)

These will include other shows that are running, and not be a solus e-shot. If a solus (i.e. featuring solely your show) is required this can be discussed with the marketing manager and may incur an additional fee.

## Printed Materials

**We must proof all posters, flyers and other print and digital material.**

We will then send all print through our printers. We will pay for 1,500 A5 flyers and the required number of A2 posters for use within the building.

Additional flyers and A3 posters (we don't recommend A2 for use elsewhere as they are too large for shops to put up) if required for external distribution, will be ordered, at the same time by us, and charged back to you.

Any external distribution runs or door drops are down to you to arrange and pay for.

**We are happy to advise on these matters.**

**PARK THEATRE**  
CLIFTON TERRACE  
FINSBURY PARK  
LONDON N4 3JP

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## Building Based Marketing

We will display your flyers in the designated racks in the building.

We will provide and maintain the Poster Board externally (displaying your poster in the NEXT slot and then the NOW slot) and the FOH Board internally (displaying your flyers until production shots and quotes are available).

We will provide and maintain the FOH boards during the run of your show, printing 5 x A4 or similar size colour photographs at their cost.

We will upkeep the external hanging signs under the bay window – displaying quotes and star ratings which we will select. There are four signs, with two faces, totalling eight sides. Each company will be assigned four sides.

We will provide an area to promote your show, using chalk only, on the blackboard wall in the ground floor bar. We will pay for an artist to draw your main show image on the wall – and you (and members of the public) are free to add comments, quotes, reviews etc to this during the run.

Furthermore, for Park200 shows, 5 bay window panels will be available for the display of vinyl graphics to promote your show during the run. The costs for this would be borne by you and are in the region of £500 to £1,500 depending greatly on the style and size.

**See the Bay\_Window\_Graphics document in the Producers Pack (sent once contracted) for details.**

## Other Marketing Related Matters

### *Box Office*

We can liaise with you to co-ordinate any special offers / promo codes etc as required and make these active on the box office system.

### *Play Texts / Programmes*

We have a good relationship with a number of publishers, including Oberon, Methuen and Nick Hern. If you are presenting a new play or a UK premiere, we are more than happy to make an introduction so that you can explore publishing opportunities.

More often than not we sell programme-texts for new plays.

### *Digital Programmes*

We may, at our own cost, produce a full digital programme to send to bookers.