

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.

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

Images	Please provide images via email or direct link gpt@cgg.wa.gov.au
<i>Provide a square 800x800 and portrait image.JPEG</i>	
Marketing Kit	Please provide images via email or direct link gpt@cgg.wa.gov.au
<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.

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

QPT's Marketing Campaigns	Cost	Select <i>Please Tick</i>
Dedicated Email Alert <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>	\$51.50	<input type="checkbox"/>
Facebook Boosted <i>Shared and paid boosted posts.</i>	Cost Recovery	<input type="checkbox"/>
CBD Poster Distribution <i>Up to 20 A4 A5</i>	\$51.50	<input type="checkbox"/>