

MARKETING GUIDELINES

City Recital Hall Angel Place (CRH) provides a number of free and paid marketing opportunities that may assist in promoting your event. Your contract to hire also specifies information that **must** be included in all of your advertising and promotional material for events at CRH.

All marketing conducted on behalf of the hirer is at the venue's discretion, and subject to availability.

Essential Inclusions

Box Office Details

City Recital Hall Angel Place

T: 02 8256 2222 or 1300 797 118

W: www.cityrecitalhall.com

Venue Identity

The venue **must always** be referred to as City Recital Hall Angel Place in your promotional material. The venue name **must not be abbreviated or altered in any way.**

Logo Reproduction

You are contractually required to include the CRH logo and the City of Sydney Council logo on all promotional material (preferably beside each other). Please email marketing.assistant@cityrecitalhall.com for logos in various formats. CRH requires sign-off on materials using CRH or City of Sydney logos unless otherwise agreed.

General Event Information

When citing ticket prices on any marketing collateral you must include the words: *Additional fees may apply* in order to comply with statutory requirements.

Non-essential Inclusions

Climate Friendly Package

Included in the hiring fee, the Climate Friendly Package covers 8.03 tonnes of Gold Standard certified renewable energy carbon credits to offset the emissions generated by your event for the day. With this package you can promote your action against climate change and have access to a Climate Friendly event pull-up banner in the entry foyer as well as a certificate and the use of the Climate Friendly logo. Please email marketing.assistant@cityrecitalhall.com for logo and guidelines.

Free Opportunities

Internet

Events staged at or ticketed by CRH are automatically listed on our website. Music files can also be uploaded with the listing provided you have obtained the appropriate rights.

Quarterly Calender

CRH distributes a quarterly calendar of public events taking place at the venue, free of charge. This DL size calendar is mailed to CRH VIP members. Content is based on supplied web copy. Space is limited so will be edited at the discretion of CRH.

Copy deadlines: Jan – March
April – June
July – September
October – December

Wednesday 16 November 2011
Wednesday 15 February 2012
Thursday 17 May 2012
Thursday 16 August 2012

Quarterly E-Newsletter and Calendar

This e-newsletter, which highlights CRH events, is sent to our email list of past patrons and those who have requested to join our list. The numbers of emails vary according to our “de-duping” schedule and unsubscribe requests. It includes a link to the Calendar of Events.

Exit billing

Exit billing needs to be booked with CRH in advance and materials delivered to CRH at least 48 hours prior to an event. Should you wish to exit bill at an event that is not your own you must first obtain agreement from the company using the venue and then from CRH. To enquire about exit billing please email the Marketing Assistant at marketing.assistant@cityrecitalhall.com.

To ensure optimum effect, only one exit bill will be distributed at any event (unless otherwise approved by CRH).

Exit billing must pertain to:

- Events by the hirer at CRH.
- Events ticketed by CRH but presented at another venue.

This precludes collateral distribution for:

- Events held by a third party in other venues.
- Advertising for companies' products or services not aligned directly with CRH. For example, contra advertising or sponsorship.

Paid Opportunities

Calendar Mail-out Inserts

DL flyers can be inserted in the quarterly calendar mail-out for events held at CRH.

Cost: \$0.11 inc. GST per insert

Direct Mail Activities

The CRH mailing list is approx 5,000 - 7,000 and can be segmented. Due to privacy legislation, CRH coordinates this activity through a mailing house. Flyers must be DL size, include CRH booking details and comply with logo requirements. The timing is dependent upon existing activity.

Cost: quoted on a per-job basis

E-broadcasts

CRH can send dedicated e-broadcasts for events held at CRH. Our list is approx 16,000 – 18,000 email addresses (volume is subject to change). The lists can be segmented so further discussion with CRH staff about the target market is recommended. Interesting copy and a high resolution jpeg must be supplied. The copy may be edited at CRH discretion. This activity is scheduled in advance through the City Recital Hall Angel Place Sales & Marketing Manager and is subject to date availability.

Cost: quoted on a per-job basis

Marketing Collateral Distribution and Display

The venue offers a range of distribution and display mechanisms for marketing collateral. CRH does not maintain exclusive venue sponsorship arrangements that restrict event branding. All marketing collateral needs to be approved by CRH.

NB: Loose program inserts are considered a slip hazard to patrons and are not permitted.

Box Office and Venue Display

DL size brochures for events presented at CRH or ticketed by CRH can be displayed in the Box Office and on stands around the venue. Brochures are positioned and rotated at the discretion of CRH. Please send your flyers to City Recital Hall Angel Place Marketing Assistant.

Guest Ticket Desk

Hirers may display brochures for any product or event (regardless of whether it is staged at or ticketed by CRH) as well as sponsor material.

Venue Poster Cases

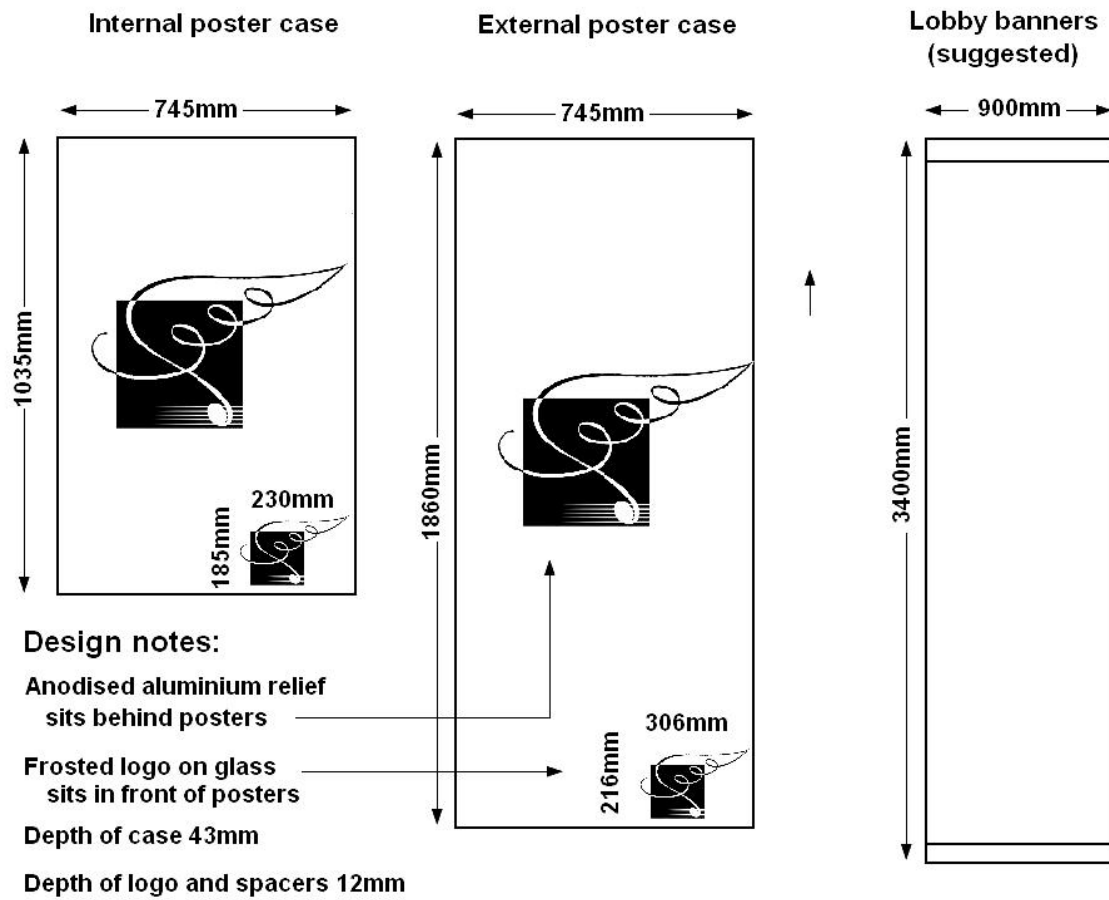
External and internal poster cases are available for events at CRH only. Hirers must provide their own posters as per dimensions below. Posters are free-standing, so foam cores between 3mm and 8mm thick are **required**. All posters are installed and rotated at the discretion of CRH.

Entry Lobby Banners

Pull-up, free-standing or hanging banners can be displayed in the Entry Lobby or on the upper foyers. Hung banners should be hemmed at both ends and be supported and weighted with dowel rods top and bottom. CRH will arrange to position hung banners for your event.

NB: Hirers should arrange collection of all marketing collateral post-event. CRH takes no responsibility for any posters, flyers or banners left in the venue beyond the hiring period.

Dimensions



*NB: Posters are free-standing, so foam cores between 3mm and 8mm thick are **required**.*