

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. 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.

Free Opportunities

Internet

Events staged at or ticketed by CRH are automatically listed on our website. Reviews and special offers may also be hosted in dedicated sections of the website.

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 must be a maximum of 30 words of text **OR** a list of program highlights containing no more than four pieces, dates, times and prices. Space for text is often limited and may be edited.

Copy deadlines:	Jan – March 2010	16 November 2009
	April – June 2010	15 February 2010
	July – September 2010	17 May 2010
	October – December 2010	16 August 2010

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. Hirers are invited to include special offers (subject to availability).

Paid Opportunities

Calendar Mail-out Inserts

DL flyers can be inserted in the quarterly calendar mail-out.

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 co-ordinates this activity through a mailing house. Flyers must be DL size and 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. 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 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, but reserves the right to deny authorisation to display or distribute any materials deemed inappropriate.

Seat Drops

To ensure optimum effect, a maximum of two seat drops will be permitted at any event unless otherwise approved by CRH. Flyers and brochures may be no larger than DL size.

Collateral must pertain to:

- Events held by the hirer. This may include season brochures that contain events at CRH and other venues.
- Events ticketed by CRH but presented in 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.

Seat drops must be booked and approved by CRH in advance. Materials need to be delivered to CRH at least 48 hours prior to an event. Should you wish to seat drop at an event that is not your own you must first obtain agreement from the company using the venue and then seek CRH approval. To enquire about seat drops please email

marketing.assistant@cityrecitalhall.com

Box Office Display

DL size brochures for events presented at CRH or ticketed by CRH can be put on display by CRH Box Office staff.

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 upper foyers. Hung banners should be hemmed at both ends and supported and weighted with dowel rods top and bottom. CRH will arrange to position hung banners on the day of the 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

