



# city recital hall angel place

## marketing guidelines

City Recital Hall Angel Place (CRH) provides a number of effective marketing opportunities that can help promote your event. Your venue hire contract also specifies information that must be included in all of your advertising and promotional material for events at City Recital Hall Angel Place.

### **Inclusions:**

#### Box Office Details

City Recital Hall Angel Place  
T: 02 8256 2222/1300 797 118  
W: [www.cityrecitalhall.com](http://www.cityrecitalhall.com)

Bookings can also be made by mail or fax. Please tell your event coordinator if you require these options.

#### Venue Identity

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

#### Logo Reproduction

You are required to include the City Recital Hall Angel Place logo and City of Sydney Council logo on all promotional material. Your event coordinator will be able to supply you with these logos.

#### General Event Information

Wherever possible you should include the words: *booking fees may apply*. CRH can also supply you with a location map and seating plan for you to include in marketing if required.

### **Opportunities:**

Outlined below are some activities and associated costs. Our Marketing Manager, Gina Anker, ([ginaanker@cityrecitalhall.com](mailto:ginaanker@cityrecitalhall.com)) would be happy to provide more information and advise you on the most effective strategies for your event.

#### **Quarterly Calender**

The Hall distributes a quarterly calendar of public events taking place at the venue.

#### Hard copy mail

Format: Two-colour, double-sided, A4 folded to DL. Print run of 15,000.  
Distribution: Currently more than 13,000 postal addresses (volume is subject to change).  
Content: Event title, presenter, short description or programme list, dates, times and prices.



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Copy deadlines: January – March                      13 November  
                                 April – June                                      12 February  
                                 July – September                                      14 May  
                                 October – December                                      15 August

Cost: Free.

Conditions: Hirer to supply copy. Copy may be edited at CRH discretion.

### Calendar Mail-out Inserts

Distribution: More than 13,000 postal addresses (volume is subject to change).  
Cost: 44 cents per letter.  
Conditions: DL flyers must be provided. List cannot be segmented. Availability is subject to CRH discretion.

### Quarterly E-Newsletter and Calendar

Distribution: Approximately 11,000 dedicated CRH email addresses.  
Content: CRH events.  
Cost: Free.  
Conditions: As per hard copy version above.

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### **Direct Mail Activities**

Distribution: Entire CRH mailing list approx 11,000 – 12,000, or event specific.  
Cost: \$1.20 per letter (CRH provides envelopes, postage, database and coordinates this activity).  
Conditions: Due to privacy legislation, this activity is conducted by CRH through a mailing house. Flyers must be DL size and include CRH booking details. Timing is dependent upon existing activity.

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### **E-broadcasts**

Distribution: Full list of approximately 11,000 -12,000 addresses (volume is subject to change) or segmented list (based on three criteria - company/presenter, venue or time period. These criteria can be used separately or combined).  
Content: Copy and image if required.  
Cost: Set up fee \$300 + gst then 10 cents per email + gst  
Conditions: Hirer to supply copy and quality JPEG image. Image and content may be edited at CRH discretion upon consultation with hirer. Cost includes 2 proofs. Additional proofs will be charged @ \$30 a proof. Cost also includes a post-broadcast report.

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### **Internet**

Events staged at CRH are listed on our web site - [www.cityrecitalhall.com](http://www.cityrecitalhall.com) where tickets can be purchased online.

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### **Sponsorship**

CRH does not have exclusive venue sponsorship arrangements that restrict event branding.

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### **Signage and Display**

#### Box Office

Format: DL fliers and posters (sized between A3 and A2).

Conditions: Posters are positioned by CRH staff and may be rotated according to date priority.

#### Poster Cases

Format: External poster cases are located at the Ash Street entrance and at the Pitt Street entrance. Internal poster cases are located along the George Street/Ash Street entrance way and along the Pitt Street walkway. Poster cases are side lit.

Cost: No additional charge.

Conditions: Hirers must provide their own posters. Foam cores between 3mm and 8mm thick are recommended (see dimensions over page). Posters are rotated so they must be able to withstand continued handling. All posters/signage are rotated according to date priority. CRH will arrange to position your posters. Signage opportunities are available only for events being staged at the Hall.

#### Entry Lobby Banners:

Format: There are eight suitable positions in the Entry Lobby on ground level for pull-up or hanging banners.

Cost: No additional charge.

Conditions: Materials cannot be adhered to any walls in the venue so banners must be either free standing or able to be hung. Hung banners must be supported and weighted with dowel rods top and bottom. Banners should be printed on a synthetic material that will not crease during storage. They should be hemmed at both ends and supported by horizontal rods or dowel. CRH will arrange to position your banners.

#### Stage banners

Format: the appropriate use of pull-up or hanging banners in the stage area should be discussed with your event coordinator in accordance with the specific event and stage plans.

Cost: No additional charge.

Conditions: As per Entry Lobby Banners above.

Please discuss all signage details with your event coordinator who will advise you of your best venue signage options.

