



# HIRERS MARKETING PACKAGES AT THE PALACE THEATRE 2015/16

## Marketing Department Contacts

Paul Hughes or Anna Williams Telephone 01527 61544 and select option 5 on your keypad.

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PLEASE RETURN THIS COMPLETED FORM TO ONE OF THE EMAIL ADDRESSES GIVEN ABOVE OR POST TO MARKETING DEPARTMENT, PALACE THEATRE, ALCESTER STREET, REDDITCH, WORCS, B98 8AE

As a hirer of the Palace Theatre we have put together several options to market your production.

## Bronze Package £125 (inc.vat)

1. **Brochure Entry** Inclusion in the Palace Theatre brochure (at least a ½ page listing) for the relevant season 18,000 produced with 11, 400 being direct mailed to customers.
2. **Website Entry** Free web site entry on receipt of your marketing information and contract on the theatre's website [www.redditchpalacetheatre.co.uk](http://www.redditchpalacetheatre.co.uk)
3. **Social Media** Free facebook and twitter feeds about your show.
4. **Poster and Flyer Display** Posters displayed on poster boards around the theatre and Stranz Square. Posters and flyers (displayed around venue). Pop up banners and front of theatre banners subject to available space and at the discretion of the Marketing Manager.

## Silver Package £325 (inc.vat)

5. Options 1-4 as per the bronze package.
6. **Advertising** Inclusion in the weekly newspapers The Redditch Advertiser and The Redditch Standard in the theatre's listing advert for 4 weeks.
7. **Press Release** issued by venue and distributed to local and regional media contacts. In order to take advantage of this service the hirer should supply press release material not later than 8 weeks before the date of performance. Alternatively a local press list will be supplied on request for the use by the promoters own PR service.

## Gold Package £400 (inc vat)

8. Options 1-7 as per the bronze and silver package
9. **Electroinc Mail** Eflyer for your show sent 3 weeks prior to opening to over 2,500 patrons.

## *Optional Additional Costs- Please ask for a quote*

1. Direct Mail to targeted audiences of similar type productions charged at 40p per item.
2. Radio Advertising subject to negotiation with supplier.
3. If you would like a shorter or longer period of newspaper advertising or only to go into a single paper please ask for a quote.
4. If you would like a solus advert ¼ page or ½ page cost subject to negotiation with supplier.

Please indicate which marketing option you would like for your show. The money will be deducted from your income after the shows completion

Show title

Date/s of Performance:

Bronze  Silver  Gold  Signed .....

**PLEASE NOTE: IF YOU DO NOT RETURN THIS FORM NO MARKETING WILL BE UNDERTAKEN ON YOUR BEHALF AND WE WILL ASSUME THAT YOU WISH TO UNDERTAKE THE PROMOTION OF YOUR SHOW YOURSELF.**