

## MARKETING PACKAGES

Epsom Playhouse is keen to work with you to and provide professional and effective marketing for your show or event. This document provides information on the packages available, how the marketing is carried out and what information we need from you to make your show a success.

### Full Marketing Package £266.75

- Brochure entry to include image (Jpeg format hi-res), show details, editorial – Please see the digital marketing section for image and copy requirements.
- Website listing in the 'What's on' section (upon receipt of promotional materials) and a homepage banner feature.
- For Facebook posts and updates please post a friend request at [www.Facebook.com/epsom.playhouse](http://www.Facebook.com/epsom.playhouse)
- Feature on the monthly e-newsletter to over 5000 patrons.
- Your banner (Please supply a 3m x 1m banner) displayed prominently outside the venue for a minimum of one week before the show (Contact Fiona for earlier availability).
- Posters and flyers (See print requirements below). Once we have received your posters and flyers they will be displayed throughout the theatre.
- A 'What's on entertainment listing' advert will be placed in local newspapers (minimum of one week).
- 1 Free PR consultation via email or phone. Please contact Mary Zoeller (Contact details below).
- A5 size flyers displayed at venues and noticeboards throughout the Epsom & Ewell Borough (Subject to availability).
- Your promo video in foyer (Supply a basic DVD)
- Access to online sales data.

### Myers Studio Package £226.60

- As with the full package.

## Digital Only Package £34.60

- Website listing in the 'What's on' section (upon receipt of promotional materials) and a homepage banner feature.
- For Facebook posts and updates please post a friend request at [www.Facebook/epsom.playhouse](http://www.Facebook/epsom.playhouse)

## Individual prices

- Any item from the marketing package - price on application.
- Mail shots – price on application.

## Marketing Contacts

Contact	Email	Phone
Theatre Manager Elaine Teague	<a href="mailto:eteague@epsom-ewell.gov.uk">eteague@epsom-ewell.gov.uk</a>	01372 742226
Business Development Manager Russell Blackmur	<a href="mailto:rblackmur@epsom-ewell.gov.uk">rblackmur@epsom-ewell.gov.uk</a>	01372 732303
Assistant Theatre Marketing Manager Fiona Maloney	<a href="mailto:fmaloney@epsom-ewell.gov.uk">fmaloney@epsom-ewell.gov.uk</a>	01372 732751

## Print requirements:

The Epsom Playhouse and the Epsom & Ewell Borough Council logos must feature on the front of your posters and flyers (Copies of both logos attached).

## Access to sales figures:

To access your live sales figures online please contact Elaine Teague (Contact details above) for your unique log in and password.

## Brochure requirements:

- Images as per the digital guidelines below
- A description of the show, no more than 50 words, including a quote if possible

## Press release requirements:

- Press release information plus images (Jpeg format 1MB or higher)

## Digital Marketing requirements:

Website: Monthly statistics show that our website: [www.epsomplayhouse.co.uk](http://www.epsomplayhouse.co.uk) receives 8500+ unique visitors per month (as of February 2013).

To feature on our website, promote ticket sales and enable online bookings promoters must provide the specified information below:

- A description of the show and any other details you'd like to see on the web page
- A short and snappy quotation about the show with the author's name, if available
- Images as per the guidelines below, in jpeg format, 300dpi
- Please send your digital marketing information to [fmaloney@epsom-ewell.gov.uk](mailto:fmaloney@epsom-ewell.gov.uk)

### Jpeg image

### Width

### Height

### File Size

Jpeg Banner

640 pixels

350 pixels

40-70 kb

Jpeg Listing

120 pixels

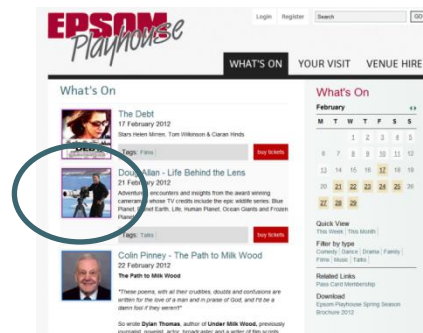
120 pixels

40-60 kb

### Banner & Quotation



### Listing



Marketing Packages – 2017-2018

Box Office: +44 (01372) 742555 / 742227

Epsom Playhouse, Ashley Avenue, Epsom, Surrey, KT18 5AL



## Marketing Package Application

Please select which marketing package suits your production and return this page to Elaine Teague, Assistant Manager at the Playhouse or scan to: [eteague@epsom-ewell.gov.uk](mailto:eteague@epsom-ewell.gov.uk).

Item	Tick to Select
Full Marketing Package at £259.00	( )
Myers Studio Package at £220.00	( )
Digital Only Package at £33.60	( )
Any other item (Price on Application)	( )

Name:	
Production & Date(s):	
Digital Images and Copy:	To Follow / As attached
Marketing materials:	To Follow / As attached
Date:	
Signature:	

