



## **Marketing Procedure:**

### **Marketing Your Event at The Mowlem**

To enable The Mowlem to advertise your production we require various marketing assets provided in advance of tickets going on sale.

- Please note: A signed contract must be returned to The Mowlem before the marketing of your event can begin.
- This includes independent marketing from yourselves as it can cause confusion with our customers thinking tickets are on sale.
- All marketing materials must be approved by the Operations Manager before distributing in the public domain.
- All press releases that mention The Mowlem must be approved by Kristian Wingfield-Bennett. Please send proposed press material to [press@themowlem.com](mailto:press@themowlem.com) prior to distribution.

Please send all marketing assets when ready to [admin@themowlem.com](mailto:admin@themowlem.com) with both [manager@themowlem.com](mailto:manager@themowlem.com) and [press@themowlem.com](mailto:press@themowlem.com) in CC.

### **Marketing Assets Required:**

Please note the various format requirements below. This is to enable our marketing and PR teams to use your assets across a range of digital and print media.

#### **Digital Assets:**

- High-quality .png version of relevant all logos
- High-quality .jpg or .png artwork to advertise your production
- A digital copy of the poster provided in both PDF and .jpg versions
- Digital writing to describe your production (aka the blurb)

- o Long version
- o Short Version
- Any additional digital material to support your production including photos, videos and trailers, GIFs and leaflets in PDF.
- Please include links to your website and all social media channels including Facebook, Instagram and Twitter where applicable.
- Links to Google Drive or Dropbox are preferred when sending digital assets to our team.

**Print Assets:**

The Mowlem will distribute A5 flyers and has room to display a poster for you outside the entrance to the building. Flyers and posters must both include the following information:

1. Event/Show name
2. Company name
3. A high-quality image clearly representing your event/show
4. Ticket prices
  - a. Must include the text: \*Booking fees apply
5. Dates & Times of your event/show
6. Box office opening hours Monday to Saturday 10.30 am – 1.30 pm
7. Box office phone number 0333 666 33 66
  - a. Must include the text: \*standard rate, line open Monday-Friday 9.00 am - 5.00 pm

**Poster Specifics:**

- Size: Quad Crown Size 762mm x 1016mm
- Poster Boards: The backing to our poster boards is not suitable for pins, blue tac or tape. There are clips to hold the poster in place along the short sides. Approximately 10 - 15 mm of the edge of the poster is hidden by the frame when locked. When closed, the perspex front keeps the poster flat and fixed in place.

**Flyer Specifics:**

- Size: A5
- Quantity: 250 – 500

**How do we advertise your production?**

The Mowlem is committed to marketing all live shows and events to the local and extended community. We do this through both traditional print and digital marketing, focused press outreach and social media campaigns.

### **Ticket Sales:**

- Tickets will be advertised on both the main The Mowlem website alongside our dedicated ticket store via [www.ticketsource.com/the-mowlem-theatre](http://www.ticketsource.com/the-mowlem-theatre).
- These listings will include all the information requested below including digital artwork, blurb, pricing and times.
- Tickets will also be available from The Mowlem Box Office during its daily opening hours and via the Ticket Source phone line.

### **Social Media:**

Your event will be promoted at least once across our social media channels including [Facebook](#), [Instagram](#) and [Twitter](#). If you have provided us with links to your profiles, we will co-host Facebook events with your existing Facebook page, and tag/link to your profiles where applicable.

### **Email Campaigns:**

We have a large, fully GDPR compliant email subscriber list of local residents and past visitors to The Mowlem. We aim to send one monthly 'What's On in XXX' email newsletter and one newsletter focused on your live show or event when tickets are available.

### **In & Around The Mowlem:**

- A digital display facing out of the main window downstairs of The Mowlem will advertise your event/show.
- We will display your provided poster(s) around the building including where applicable and agreed on in advance, directly outside the building on the wall facing Shore Road.
- We display flyers in and around The Mowlem for visiting guests to help themselves.
- Flyers will be distributed to local businesses, schools, libraries and hospitality settings. If we have enough, flyers will also be distributed door to door in residential areas.
- We can put up banners on the side of the building. There is a cost to erect and remove these of £30+VAT
  - Small banner sizes: 90cm high by 4m wide
  - Large banner sizes: 1.8m high by 4.5m wide
  - Please note the large banner must have a breathable mesh and both large and small banners must be provided with strong eyelet points.

### **Local Press, What's On Guides & Special Interest Sites:**

- The Mowlem will send a 'What's On in XXX' email out to local online press outlets and special interest sites.

- Please note there is a deadline to ensure we meet our local partner's deadlines. We send this email out on the 2nd Friday of the month for the following month's programming. Any assets of information received after this date will unfortunately not be included.
- We will send a press release to local newspapers and online news sites one month before your event/show. Please ensure any preferred marketing copy including templates is emailed to [press@themowlem.com](mailto:press@themowlem.com)
- We will submit your event to the local What's On guides including Visit Dorset and the Bournemouth Echo websites.
- Four (4) promotional tickets will be booked out and made available to for live shows and events to local press and/or organisations. These are used to help promote your show in the local community. Tickets will be used for review coverage, local radio giveaways, and donations to clubs and organisations.