

# Marketing Guidelines for Hirers



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ARTS AND  
CULTURE TRUST





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# Welcome to the State Theatre Centre of WA

As a valued Hirer of an Arts and Culture Trust venue, we are pleased to extend our marketing services to your company, assisting you in reaching your audience effectively.

We invite you to explore the various opportunities detailed in this guide and extend our best wishes for the success of your event.

For any queries relating to this document, please contact the Marketing Department at [marketing@artsculturetrust.wa.gov.au](mailto:marketing@artsculturetrust.wa.gov.au).







## Marketing your show at the State Theatre Centre of WA

# 1

### WEB CONTENT

Provide all content for your webpage at least five working-days before the on-sale date.

# 2

### SIGNAGE

Give your show an onsite presence by arranging your venue signage.

# 3

### REVIEW

Review the available complimentary and paid marketing opportunities.

# 4

### CONTACT

Contact the Marketing team to arrange your EDMs, any extra marketing for your show.

At the State Theatre Centre of WA, we are committed to assisting in your event's success. When you choose our venue, you can take advantage of our comprehensive marketing support.

To discuss the marketing of your show, please email the Marketing team at [marketing@artsculturetrust.wa.gov.au](mailto:marketing@artsculturetrust.wa.gov.au).

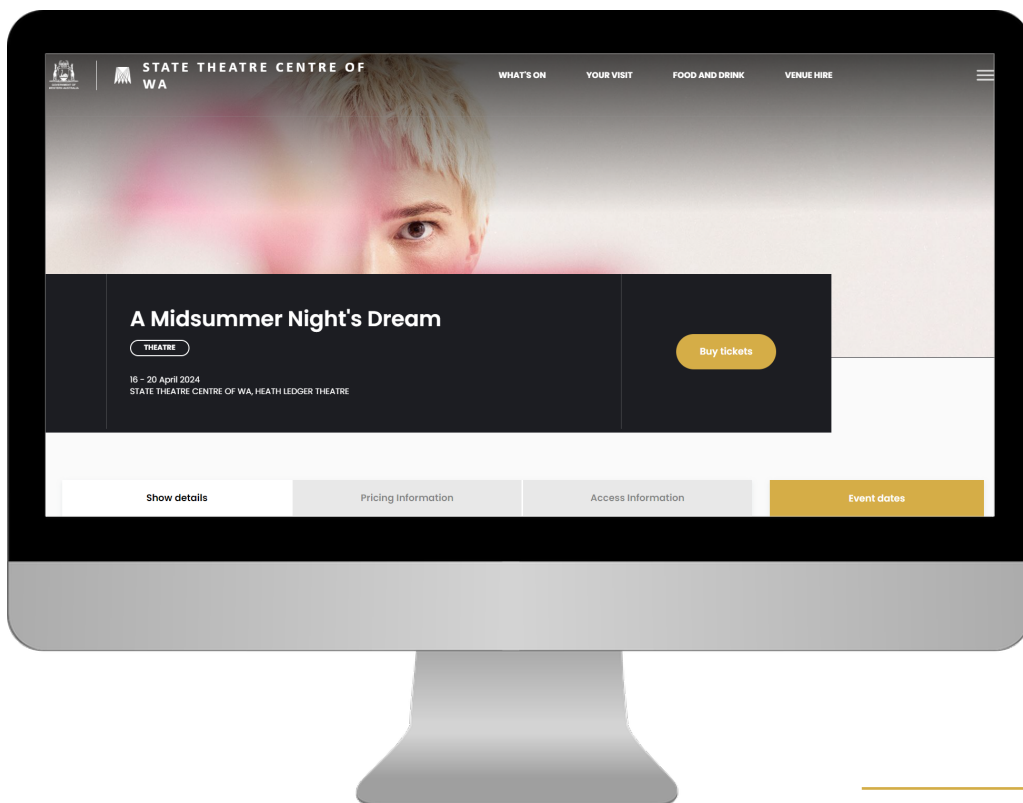
Complimentary Marketing Entitlements
Show display on the Arts and Culture Trust website
Minor feature in a relevant EDM
Inclusion in all relevant 'What's on' Facebook and Instagram carousels
Inclusion in all relevant 'What's on' social stories
Signage display throughout the venue (subject to a rotational roster coordinated by the venue)
Acceptance of co-hosted event on Facebook
Printed collateral displayed through all Arts and Culture Trust Box Offices
Exit billing* (subject to approval from relevant hirer and Venue Management)
Patron opt-in data for marketing purposes upon request (provided post-show)
Postcode report of ticket buyers upon request (provided post-show)
Marketing checkout survey results of online buyers upon request (provided post-show)
Patron feedback report (when applicable, provided post-show)



## Website Event Page

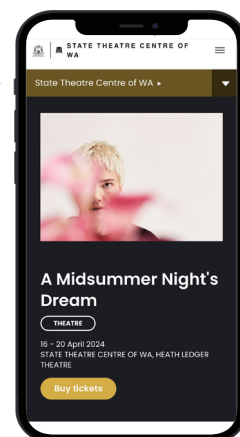
Your show will receive a dedicated event page on the Arts and Culture Trust website. The Trust's website is high traffic, with over a million sessions per annum, and is a primary source of ticket sales.

What to provide	Note
Show copy	Recommended minimum of 100 words
Teaser copy	250 characters maximum
Show image 1920 (w) x 1200 (h) pixels	Strictly no text. Observe safe zone. Max 1MB. JPG
Image for cart 300x 300 pixels	JPG
Featured media quotes to highlight	Optional
Image gallery	Optional
Link to YouTube or Vimeo	Optional
Link to digital show program	Optional



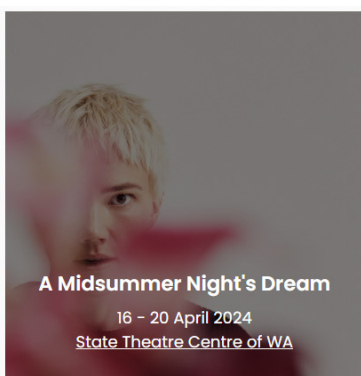
Desktop landing page

Observe the safe zones to ensure your image is not cut off.



Mobile landing page

Image automatically resizes for mobile view.



Event tile

Automatically resized from the master image.

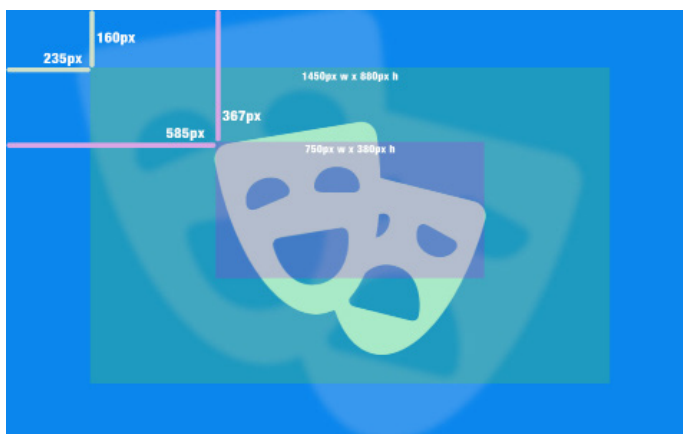


## Image Safezones

Our website is responsive to show more or less of the image, adapting to display areas as best fit on different devices.

We have safe zones to help illustrate how you should lay out your image. This means that according to the device being used, your image will appear slightly different. If you resize this browser window on a desktop, you can see how the image adapts to different widths.

To ensure your image sits correctly on the webpage, please ensure you are observing the safezones and that your main image does not use text.



### Safe zone 1 (pink)

- Safe zone 1 is always visible no matter which device is used.
- Ensure focal point of image (and title treatment if applicable) are within this zone.

### Safe zone 2 (green)

- Safe zone 2 has more visibility on tablet and mobile devices and reduced visibility of desktop (apart from section where zone 1 and 2 overlap).
- Add other aspects of image to this zone eg. background.
- Do not place any text within this zone as there is a very high chance it will not display and parts of the text will appear cut off.

### Note

- Mobile devices display almost all of the original 1920x1200 image.
- Generally mobile usage is higher than desktop/tablet usage on our website.

### Best practice hints/tips

- Design your image with main focal point in Safe Zone 1.
- Have secondary focal point and background in Safe Zone 2.
- Carry on background to the rest of the image (this is displayed for those users with large desktop screens).
- Do not have any text on your image

[JPEG Template](#)

[Photoshop Template](#)



## Tips for Writing Engaging Show Copy for the Web

### Identify your audience and write specifically for them!

*Think about what would appeal to your target audience about your show and highlight this in your copy.*

### Keep it accessible.

*Avoid the use of jargon or overly complicated language that may alienate potential ticket buyers.*

### Include a compelling opening line to hook the people in!

*The most exciting and important information should be at the top of the page to grab the attention of a ticket buyer.*

### Refer to your show in the third person.

*E.g. "The Theatre Company is delighted to announce the premiere of..."*

### Keep the paragraphs short and ensure there are lots of line breaks.

*When reading in a web environment, people will scan a page of text. Breaking your text up will make it more 'scannable' for web visitors.*

### Don't include calls to action in the body copy.

*This is your chance to sell your show, so concentrate on writing strong copy. Calls to action, including a 'Buy now' button, and additional information will be available to patrons on other parts of the web page.*

**Please note** all web content is subject to the Trust's style guide. The Trust reserves the right to edit show copy to ensure correct grammar and spelling. Under our Venue Hire Agreement, ACT reserves the right to make amendments and corrections. The Trust To view a sample webpage, please see [here](#).



## Venue Signage and Display

All signage displayed at Arts and Culture Trust venues must be approved by the marketing team; please send collateral to [stcwa@artsculturetrust.wa.gov.au](mailto:stcwa@artsculturetrust.wa.gov.au) to secure approval and arrange delivery.

### What to include

- Name of show
- Date of show
- A call to action (e.g. "Book now")

### What not to include

- External phone numbers
- Ticket price (if you have any queries, please speak to the Marketing team about Live Performance Australia's code of practice)
- Trust logos unless prior permission has been sought from the Marketing team

**Please note:** External URLs (including ticketing links) can only be displayed on collateral with prior approval from the marketing team. Where external links are displayed, the ACT URL must have equal or greater prominence.

## Electronic Signage

There are various digital screens throughout the venue that can display your show collateral on rotation free of charge.

Please note Heath Ledger Theatre hirers will receive priority with certain electronic signage opportunities .

Venue Area	Signage available	Specifications	Type
Box office - behind desk	6 portrait screens	Image: 1080 x 1920, 330 DPI	Electronic poster display
Box office - foyer	4 landscape screens	Image: 1920 x 1080, 330 DPI	Relevant show promotion only
Studio Underground - foyer	2 landscape screens	Video: 1920 x 1080, mp4, max 30 seconds	No Powerpoint slides
Heath Ledger Theatre - foyer	2 landscape screens		

## Printed Signage

### Poster display

A maximum of 4-6 posters will be displayed per show, with space allocated at venue management's discretion. Priority will be given to upcoming productions.

Posters must be delivered by midday Monday to be included in that week's poster changeover on Tuesdays, however as early as possible is preferable.

We are happy to save your posters for collection after your event has finished, however we cannot guarantee that original conditions can be maintained. We archive two posters and recycle the remainder if they are uncollected.

**Please note, all signage locations will be allocated at the venue's discretion, with priority given to upcoming productions. Please get in touch to discuss availability of spaces for your collateral.**

Venue Area	Signage type	Specifications	Material
Studio Underground foyer - internal	6 light boxes	A0	Synthetic yupo paper is the preferred stock, or else all posters must be printed on lightbox paper.
Heath ledger theatre foyer - internal	6 light boxes	A0	
Street corner bollard - external	8 light boxes	A0	
James Street column - external	4 light boxes	A0	
Stage Door - internal	2 light boxes	A0	
Entry walkway banner - external	1 banner	250cm x 560cm	Fabric material with three eyelets spaced evenly along the top, fixed using magnets sewn every 20cm.
Roe Street balcony banners - external	16 banners	1 - 180 x 100cm 1 - 220 x 100cm 13 - 240 x 100cm 1 - 230 x 100cm	510gsm banner vinyl, up to 16 designs - one of each, trim to various sizes, hemmed with eyelets every 50cm.



## Additional Signage Options

### Internal projection

We have three projectors available - one above the Studio Underground bar projecting onto the east end wall, one located at the base of the main staircase facing west and one at the top of the stairs on level 2.

Please note, because of our wall type, certain projections may not display in the correct colour. These projection surfaces work best with logos, company signage, short promo reel (no audio), fixed image. Please format projection footage in 4:3 standard ratio.

### Floor Decals

Floor decal space is available on Roe Street and William Street for event related or directional signage. Sizing may vary, however 500mm x 400 mm is standard.

### Bollard Covers

There are several bollard cover opportunities available around the exterior of the venue. Designs need to be printed in 750 x 1300mm, digital print covers printed onto 5mm flute, trim & score to shape, face size - 235 x 1300mm with interlocking tabs.

### Display Boxes

Four display boxes are available throughout the venue. They are 880mm high by 880mm wide by 300mm deep. These can be used for merchandise, museum display or other informational displays regarding your event.

All additional signage and collateral display is at the discretion of the venue.

We are always happy to discuss further venue activation and signage options for your event, for more information or to enquire about availability contact [stcwa@artsculturetrust.wa.gov.au](mailto:stcwa@artsculturetrust.wa.gov.au).

## Electronic Direct Mail (EDM)

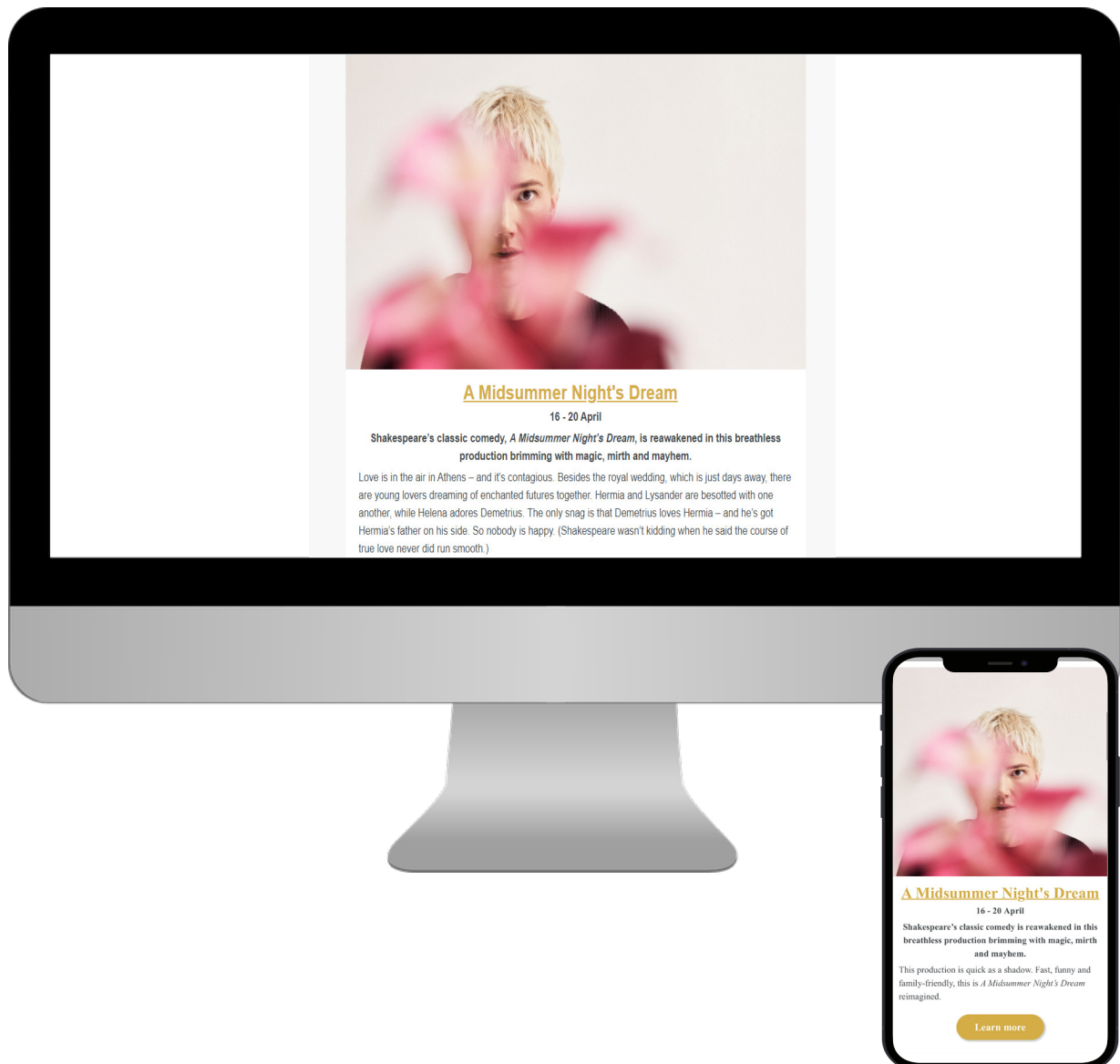
The Trust distributes regular EDMs including genre specific, venue specific, and a bi-monthly email inline with the six Noongar seasons. The EDM calendar is determined by the Marketing team a month in advance.

Our Marketing team sends emails through WordFly, an email marketing platform that uses Tessitura Software® integration for tailored audience segmentation and comprehensive reporting.

Our EDMs have an above industry standard open rate of over 32%, with a click through rate of over 2.5%.

You are entitled to one complimentary minor feature in a relevant email, subject to the EDM calendar. Upon request, the Marketing team can provide you with reporting information on your feature including click-through rate and sales.

To book your feature, please email [marketing@artsculturetrust.wa.gov.au](mailto:marketing@artsculturetrust.wa.gov.au).





## Exit Billing

Reciprocal exit billing may be able to be arranged upon request. Please note, this requires approval from the promoter of the production being exit-billed. To discuss opportunities, email the venue management team on [stcwa@artsculturetrust.wa.gov.au](mailto:stcwa@artsculturetrust.wa.gov.au).

## Print Collateral Display

The Trust can display DL, A5 and A4 printed booklets and flyers at all ACT Box Offices, please note all material must be approved by the Marketing team prior to printing.

To discuss the quantity of your print runs, please contact the Marketing team at [marketing@artsculturetrust.wa.gov.au](mailto:marketing@artsculturetrust.wa.gov.au).

Please deliver all print collateral to:

ATTN: Box Office  
His Majesty's Theatre  
827-905 Hay St,  
Perth WA 6000

ATTN: Box Office  
Subiaco Arts Centre  
180 Hamersley Rd,  
Subiaco WA 6008

ATTN: Box Office  
State Theatre Centre of WA  
174/176 William St,  
Perth WA 6000

## Post-show Reporting

Upon request, the marketing team can provide robust reporting to give you detailed marketing insights on your show.

These reports include:

- Post Code Report showing the post-codes of all ticket buyers.
- Feedback Report detailing all patron feedback relating to your show.
- Patron Opt-in Data Report with names and email addresses of all patrons who opted in to share their contact data with promoters. All data is provided inline with the Trust's privacy policy and the Privacy Act 1988.

**NOTE: The Trust does not provide phone numbers or physical addresses.**



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# Thank you for choosing the State Theatre Centre of WA

For any queries relating to these guidelines please contact the marketing team.

E: [marketing@artsculturetrust.wa.gov.au](mailto:marketing@artsculturetrust.wa.gov.au)

P: + 61 (08) 9265 0903