



NAPIER MUNICIPAL THEATRE

Added-value Marketing Options

The Napier Municipal Theatre welcomes you to Napier. We would like to give your event as much exposure as possible through our promotional mediums and networks. The following marketing options are free of charge as part of your venue hire.

Channel	Location	Specifications & Promoter Opportunities
Flyer Display	Municipal Theatre Foyer at Box Office	DLE or A5 x 150+
Poster Display	Municipal Theatre Foyer – Poster Boards Municipal Theatre Outside Poster Display	A2 x 1 and/or A3 x 20
Facebook	www.facebook.com/Napiermunicipalthatre 3,000 followers <i>Posts on all Theatre shows including any relevant competitions. Happy to boost posts to capture larger audience.</i> <i>Post will be shared among other NCC ran Facebook pages.</i> <i>Videos of past shows or rehearsals can be uploaded for additional promotion.</i>	<ul style="list-style-type: none"> ▪ Show promotional images (landscape) ▪ Link for downloadable promotional videos (using YouTube video links doesn't have the same reach as independent downloaded videos). ▪ Sharing any new content in the lead-up to the show for our team to post. ▪ Free tickets for social media competitions
EDM	Pre show monthly newsletter to "Friends of Theatre" database. Link to Ticketek website on all shows. <i>(currently over 3500 members)</i>	<ul style="list-style-type: none"> ▪ Pre-sale offers for any exclusive direct mail to database as a buyer incentive
Venue Website	Featured on the "What's on Page" (linked to ticketing page), includes synopsis, ticket cost, purchasing information, times/dates etc. Home page header banner options Video capability on event listing.	<ul style="list-style-type: none"> ▪ Image: 780 x 336 pixels (jpg or png), max size 500kb. ▪ Header banner image: 1400x700px max size 1MB ▪ Synopsis ▪ Ticketek link ▪ YouTube promo video link
Ticketek Listing	www.ticketek.co.nz	Full Image Spec here: www.ticketek.co.nz/assets Uploaded by your Ticketek Event Manager
Event finder	www.eventfinda.co.nz/	<ul style="list-style-type: none"> ▪ Please load your event up to EventFinder. This will link through to our digital screen and also ensure you appear on our local i-SITE website and digital screens
Box Office Digital Screen	Napier Municipal Theatre Shows played continuously on automated slideshow 5 x 50 inch screens. (Driven from EventFinder)	Automated through your EventFinder listing as above.

Pull-up Banner	Freestanding Banners are displayed in the theatre foyer	Please feel free to provide us with a pull-up banner. The banner will need to be collected and taken away at the end of the show.
Collaboration and activation	Opportunities are available to collaborate with some of our Napier City Council facilities including Napier Libraries. Anything from colouring competitions, through to supplying book marks to our library, or even special story times with characters from your event.	Discuss with us where appropriate.

The Napier Municipal Theatre has strong relationships with local media organisations that we can connect you with. These options attract a charge.

Channel	Location	Specifications
Print Advertising	Hawkes Bay Today <i>Local Newspaper subscriber based</i> Napier Courier / Hastings Mail <i>Free weekly community newspaper delivered to Napier and Hastings households</i>	Advertising contact person will be advised upon request.
Radio Advertising	Mediaworks and/or NZME	Advertising contact person will be advised upon request.

We can also help with contacts within our local schools, businesses and clubs.

Please feel free to contact me should you like to consider promoting via any of our specific channels.

Megan Bloomfield

Events & Ticketing Coordinator
 Napier Municipal Theatre

Email megan.bloomfield@venues.co.nz

Phone (06) 835 1059

Mobile 027 210 0268