



MARKETING GUIDE FOR HIRERS RIVERSIDE THEATRES

Riverside Theatres has a dedicated in-house marketing team. The team will provide advice and support to hirers for your marketing campaign. With the following opportunities are available:

USE OF RIVERSIDE LOGO and CORRECT BUSINESS NAME

The Riverside logo should be used on all printed matter for your event. A standard version is available for download from the Riverside website. Riverside logos in other formats and styles are available – please contact the marketing team to obtain them.

Riverside Theatres should always be referred to as Riverside Theatres. Use of the name Parramatta Riverside Theatre stopped in 2001 and is incorrect.

Artwork for all printed matter occurring at Riverside should be emailed to the marketing team for approval prior to printing. Artwork with incorrect information will not be able to be used.

ADVERTISING

Spectrum is a *Sydney Morning Herald* Saturday edition lift-out that is an arts and entertainment guide. Riverside Theatres advertises every month a What's On ad (T42) that lists all the Riverside upcoming performances for that month. Hirers have the opportunity to purchase add-on space through Riverside Theatres. Prices will vary depending on the space used.

Theatre Directory appears in *Sydney Morning Herald* every day and it's used as a daily arts and entertainment guide. Riverside books weekly Theatre Directory with the upcoming shows. Hirers have the opportunity to purchase space within the Riverside theatre directory. Prices vary on the lines used, minimum lines to be used are two (Line one for the title and line two for the performance dates). Example below

Riverside Theatres

Corner Church & Market Streets, Parramatta NSW 2150 • PO Box 3636, Parramatta NSW 2124

Administration • T: (02) 8839 3398 • F: (02) 9683 3267

Box Office • T: (02) 8839 3399

www.riversideparramatta.com.au

A Unit of Parramatta City Council ABN 49 907 174 773



ZULYA AND THE CHILDREN OF
THE UNDERGROUND

15 APRIL

SHAKESPEARE'S R&J

22 - 30 APRIL

SYDNEY SINFONIA

28 APRIL

Bookings 8839 3399

riversideparramatta.com.au

LOCAL ADVERTISING

The Parramatta Advertiser, Hills Shire Times, Inner West Weekly and Northern District Times - part of the Cumberland Newspaper Group - hirers are able to access the Riverside discounted rates.

Contacts: Chantal Grech 02-9689 5376 or email grechc@cumberlandnewspapers.com.au

Rates (ex GST) for 1 module mono ads:

Parramatta Advertiser \$175.16

Northern District Times \$173.83

Inner West Weekly \$137.14

Hills Shire Times \$133.07

(\$72.10 extra for colour)

Deadlines: Book ads one week prior and supply artwork by the Friday of the week before. For long weekends and holiday periods deadlines are subject to change.

RIVERSIDE WEBSITE AND E NEWSLETTER

Website

Your event at Riverside will be included on the Riverside website free of charge if the Riverside box office is selling tickets. Please provide:

A 200+ word description of your event plus performance dates, times and any other credits;

Plain images and title treatment – minimum 300dpi jpeg, layered tiff or eps files

A copy of your media release

Email to: marketing_riverside@parracity.nsw.gov.au

Allow 3 business days for your show to be added to the website.

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E Newsletter

We will automatically include your event in our E newsletter if we are selling the tickets. Advance offers and special offers can be a very effective marketing tool. Please contact the marketing team to discuss your options.

SIGNAGE

Metrolite on entry walkway

Complimentary display for hirers and subject to availability.

Please supply completed artwork as a 300dpi tiff, eps or jpeg file at least 10% of total print size;

Graphic: Total print size 1156 x 1746mm (reduce image area to 1152 x 1743mm);

Production cost: \$200

Deadline: we would recommend having your artwork ready no less than one month before your event. As soon as a spot becomes available your metrolite will go up. Metrolites go up in date-of-event order.

Prince Alfred Park Banner

Total dimensions 6m x 1.8m – vinyl cut on vinyl banner.

Contact the marketing team to book (subject to availability)

Production cost through Parramatta City Council: Approximately \$400 (not including design costs). The design should be simple with as few words as possible to keep it easy to read.

Cost for displaying banner: \$100 per week

PUBLICITY

If a hirer is looking to contract a publicist for their production, Riverside recommends Michelle Guthrie, MGM Management (02-8399 1613 or info@mgmmanagement.com.au). Riverside does not supply media lists.

MARKETING OPPORTUNITIES

What's On Monthly Broadsheet

Each month Riverside produces 15,000 copies of a What's On Broadsheet. The broadsheet is mailed to patrons and distributed across the metropolitan area and locally. Listing in the calendar is free but correct information must be supplied including completed production forms by the 1st of the month before. ie June 1 for July edition.

Some space is available for hirers to be highlighted on the show pages and needs to be booked in advance and is subject to availability. Deadline for supplying images is 1st of the month for the next month's edition. The cost is \$250.

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Direct Mail

Direct mail is the most effective way of selling tickets. If you choose to produce your own flyers we can coordinate an exclusive mailout for you for \$1.20 per item which includes the

envelope, the postage and the insertion of your flyer. Standard size is DL and larger sizes incur a higher cost. You will need to have your flyers ready no less than six weeks prior to your event. We have over 17,000 people on our mailing list, so the number of items sent is up to you and your budget.

DISTRIBUTION

Foyer

Once you have supplied posters and/or flyers to Riverside, your material will be displayed in the Riverside foyer and at the box office, subject to space limitations. Lightboxes in the foyer take A3 posters only (portrait orientation) and display racks are suitable for DL flyers (vertical orientation preferred). Please supply 2 A3 posters and 500 flyers for this purpose. Posters must be supplied with all information completed.

Parramatta CBD

Riverside has a regular distribution of posters and flyers around the Parramatta CBD precinct. Distribution of posters is free (no more than 30). Distribution of flyers costs \$70 (+ GST) per 1000 flyers. We don't recommend any more than 2000 flyers for this purpose.

All materials being distributed by Riverside Theatres should be delivered to Riverside Theatres, Cnr Church & Market Streets, Parramatta clearly marked "Attention Marketing".

Sydney-wide distribution

Riverside recommends our preferred distribution partner, Mainwaring distribution. They will tailor poster and flyer distribution to your budget from Greater Parramatta to the Blue Mountains, Parramatta to Homebush and Concord to Broadway.

Cost: \$110 (+ GST) per 1000 DL flyers and \$1.80 (+ GST) per A3 poster

Contact: Tom Mainwaring 02-9565 5433 / tom@mainwaring.com.au

If you have further questions, please contact Dragana Novakovic 02-88393364 or marketingassistant_riverside@parracity.nsw.gov.au

NB: All prices correct as at 05/05/2010. Prices subject to change.

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A RECOMMENDED CAMPAIGN

NOT INCLUDING DESIGN, POSTER PRINTING OR GST

Local Advertising All local Cumberland Press – one module colour ads	\$619.20 per week
Metrolite	\$200
Banner for 2 weeks	\$200 display \$400 production
What's On Broadsheet Highlight	\$250
Sydney Wide Distribution 150 A3 posters	\$270
Total Campaign Cost	\$1939.20

CONTACTS

Local Advertising for Cumberland Newspapers

Chantal Grech 02-9683 5376 or grechc@cumberlandnewspapers.com.au

Publicity MGM Management

Michelle Guthrie 02-8399 1613 or info@mgmmanagement.com.au

Sydney Wide Distribution Mainwaring Group

Tom Mainwaring 02-9565 5433 or tom@mainwaring.com.au

Web, E-newsletters, Signage, What's On Broadsheet, Direct Mail and Local Distribution

Dragana Novakovic 02-88393364 or marketingassistant_riverside@parracity.nsw.gov.au

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