

# Riverside PARRAMATTA

## 2011 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.

### RIVERSIDE MARKETING REQUIREMENTS FOR ALL HIRERS

#### PRICING ADVERTISING

Under the Competition and Consumer Act 2010 ([www.accc.gov.au](http://www.accc.gov.au)), the following applies to any advertised ticket price:

You must provide a total ticket price that includes all fees (such as Riverside Theatres' booking fee) and taxes (such as GST). For example, if you would like to take away \$50 (inc GST) per ticket and Riverside's booking fee is \$3.85, then your ticket price must be advertised at \$53.85.

In addition there will be a Riverside transaction fee per booking. As there is only one transaction fee per booking regardless of how many tickets are purchased this cannot be calculated in the total ticket price when advertising. Therefore you must also state that "Transaction fees apply when booking".

#### RIVERSIDE CORRECT BUSINESS NAME

Riverside Theatres should always be referred to as **RIVERSIDE THEATRES**. Please note that "Theatres" is plural. Use of the name Parramatta Riverside Theatres stopped in 2001 and is incorrect.

#### RIVERSIDE BOOKING CONTACT DETAILS

The Riverside address and booking contact details should be used on all printed matter for your event. The details that must be included are:

##### Address details:

**RIVERSIDE THEATRES  
CNR CHURCH & MARKET STS PARRAMATTA**

##### Booking details:

**8839 3399  
RIVERSIDEPARRAMATTA.COM.AU**

#### RIVERSIDE LOGO

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. Please note Riverside has several versions of the logo that are no longer in use.



#### ARTWORK APPROVAL

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.

#### WARNINGS AND CLASSIFICATIONS

Hirers are responsible for promoting any warnings such as:

"This performance contains smoke, strobe lighting, loud noise, coarse language and nudity."

Hirers who are screening films at Riverside are responsible for making sure the films are classified by the Office of Film and Literature ([www.classification.gov.au](http://www.classification.gov.au)) or that the films have been granted an exemption for Film Festivals and Community Screenings. All classification must be included in marketing materials.

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### ADVERTISING

Print advertising is up to individual hirers. There are some opportunities to be included within Riverside's own print advertising, dependent on availability. Riverside charges **\$25 +GST** for any advertising bookings.

#### **SYDNEY MORNING HERALD**

*Spectrum* is a *Sydney Morning Herald* Saturday edition lift-out that is an arts and entertainment guide. During particular campaigns and at Riverside's discretion, Riverside advertises in a "What's On" ad (T42/T24) that lists some Riverside upcoming performances. Hirers have the opportunity to purchase add-on space through Riverside Theatres. A booking fee of **\$25+GST** will be charged + the cost of the ad space. Prices will vary depending on the space used.

*Theatre Directory* appears in *Sydney Morning Herald* every day and it is 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. A booking fee of **\$25+GST** will be charged + the cost of the ad space. 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).

#### **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.

#### 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.

#### Rates (inc GST) for 1 module colour ads:

Parramatta Advertiser \$182.07  
Northern District Times \$132.91  
Inner West Weekly \$180.68  
Hills Shire Times \$136.99  
*Prices are valid until 30<sup>th</sup> June 2011*

Contact: Kelly Ziolkowski 02-9689 5376 or email [ziolkowskik@cumberlandnewspapers.com.au](mailto:ziolkowskik@cumberlandnewspapers.com.au)

### RIVERSIDE WEBSITE AND E-COMMUNICATIONS

#### **Website**

Your event at Riverside will be included on the Riverside website free of charge if the Riverside box office is selling tickets. Allow 3 business days for your show to be added to the website.

*Please note* that no production will be added to the website until all contracts have been signed and all hirer production forms completed.

#### Please provide:

- 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
- Links to multi-media (if applicable)

Email to: [showsatriverside@yahoo.com.au](mailto:showsatriverside@yahoo.com.au)

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## E-Newsletter

Riverside will select certain productions to be included in an e-news update. Advance offers and special offers can be a very effective marketing tool. Due to limited space and the volume of shows presented at Riverside we cannot guarantee inclusion in our e-newsletters. Those included will be limited to one e-newsletter only.

## E-Blasts

We have a limited scheduled for individual e-blasts (e-flyers) to targeted segments of our database. Some space is available for hirers to be included in the e-blast schedule. Due to the volume of shows presented at Riverside, we cannot guarantee schedule availability for all hirers. E-blasts need to be booked at least 2 months prior to the production. Hirers are responsible for providing the e-flyer to be distributed. The cost of the e-blast is **\$100 +GST**.

## SIGNAGE

### Metrolite on Entry Walkway

Metrolite display for hirers is subject to availability. Metrolite booking requests should be made as soon as possible. Only Riverside performance details and no other venues details may be included in your metrolite. Please take note of the Riverside Marketing Requirements for all Hirers on pg 1.

Graphic:	Please supply completed artwork as a 300dpi tiff, eps or jpeg file at least 10% of total print size; Total print size 1156 x 1746mm (reduce image area to 1152 x 1743mm)
Production cost:	<b>\$200+GST</b> (not including design costs)
Display cost:	<b>\$100+GST</b> for two weeks.
Deadline:	Once your metrolite booking is confirmed, 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.
Email to:	<b>showsatriverside@yahoo.com.au</b>

### Prince Alfred Park Banner

Prince Alfred Park Banner space for hirers is subject to availability. Banner booking requests should be made as soon as possible. The design should be simple with as few words as possible to keep it easy to read. Only Riverside performance details and no other venues details may be included on your banner. Please take note of the Riverside Marketing Requirements for all Hirers on pg 1.

Graphic:	Total dimensions 6m x 1.8m – vinyl cut on vinyl banner.
Production cost:	Image production cost: Approximately \$400+GST (not including design costs). Riverside will retain ownership of the actual banner.
Display cost:	<b>\$100+GST</b> per week
Deadline:	Once your banner booking is confirmed, we would recommend having your artwork ready no less than one month before your event. As soon as a spot becomes available your banner will go up.
Email to:	<b>showsatriverside@yahoo.com.au</b>

### Foyer Posters and Flyers

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 (limited space availability) 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. Please take note of the Riverside Marketing Requirements for all Hirers on pg 1.

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### Additional Foyer Signage

From time to time, additional signage opportunities in the foyer such as stand up banners for hirers may come available but not on a regular basis. Should space be available, a sign may be displayed at the cost of **\$60 +GST** per two weeks. Please take note of the Riverside Marketing Requirements for all Hirers on pg 1.

### Foyer TV Display Screens

In the foyer we have 2 TV screens displaying a rolling slide of upcoming shows at Riverside. Space for hirers is subject to availability. We also have the ability to run footage on this screen. *Please note that these screens are for show advertising only and that no commercial/corporate advertising will be allowed.*

## What's On Monthly Broadsheet

Each month Riverside Theatres produces up to 15,000 copies of a What's On broadsheet. The broadsheet is mailed to patrons and distributed across the metropolitan area and locally. We are able to offer hirers a free listing in our calendar as well as limited opportunities for a paid feature listing. Our deadline to be included in the What's On is 12noon on 1st of the month before the month of the issue (ie 1 March for April What's on).

### Calendar Listing

Listing in the calendar is free. Only those productions that have provided correct and final information and submitted their completed production form by the **Deadline of 12noon on 1 Month prior** will be included in the What's On.

Final information required by Deadline:

- Completed Production form
- Confirmed Riverside venue
- Confirmed show title and producer
- Confirmed dates, times, ticket prices.

### Feature Listing

Some space is available for hirers to be highlighted on the show page with a feature listing. These need to be booked in advance and are subject to availability (first come, first serve basis). The cost is **\$250 +GST**. If you have secured a feature listing we will require all show copy/ information/images and the completed production form by the **deadline of 12noon on 1 Month prior** for the What's On.

Final information required by Deadline:

- Completed Production form
- Confirmed Riverside venue
- Confirmed show title and producer
- Confirmed dates, times, ticket prices.
- High res images
- Show synopsis/ marketing copy for feature listing (no more than 50 words- please note that we will not accept longer copy that needs to be edited).

## DISTRIBUTION

### Direct Mail

Direct mail is an effective way of selling tickets. If you choose to produce your own flyers we can coordinate an exclusive mailout for you for **\$1.20 +GST** 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. Mailouts are limited to 500 targeted patrons from our database. Larger mailouts can be arranged through Riverside but will incur additional costs.

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## 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](mailto:tom@mainwaring.com.au)

## PUBLICITY

If you are looking to contract a publicist for your production, Riverside recommends Michelle Guthrie, MGM Management (02-8399 1613 or [info@mgmmanagement.com.au](mailto:info@mgmmanagement.com.au)). Riverside does not supply media lists.

## A RECOMMENDED CAMPAIGN

*Not including design or printing and production costs (unless noted).*

Local Print Advertising- Cumberland Press – one module colour ads ( in four publications)	\$632.65 per week
Metrolite	\$100 display \$200 production
Banner for 2 weeks	\$200 display \$400 production
What's On Broadsheet feature listing	\$250
Scheduled E-Blast	\$100
Sydney Wide Distribution (Mainwaring) 150 A3 posters	\$270
<b>Total Campaign Cost</b>	<b>\$2152.65 +GST</b>

## CONTACT DETAILS

### RIVERSIDE CONTACT DETAILS

Riverside Marketing Assistant

**02-88393364**

[marketingassistant\\_riverside@parracity.nsw.gov.au](mailto:marketingassistant_riverside@parracity.nsw.gov.au)

Please send all large files to [showsatriverside@yahoo.com.au](mailto:showsatriverside@yahoo.com.au)

### RIVERSIDE DELIVERY DETAILS

All materials being distributed by Riverside Theatres should be delivered to:

Attention Marketing

Riverside Theatres

Cnr Church & Market Streets

Parramatta 2150

### ADDITIONAL CONTACT DETAILS

Local Advertising for Cumberland Newspapers

Kelly Ziolkowski 02-9689 5376 or [ziolkowskik@cumberlandnewspapers.com.au](mailto:ziolkowskik@cumberlandnewspapers.com.au)

Publicity MGM Management

Michelle Guthrie 02-8399 1613 or [info@mgmmanagement.com.au](mailto:info@mgmmanagement.com.au)

Sydney Wide Distribution Mainwaring Group

Tom Mainwaring 02-9565 5433 or [tom@mainwaring.com.au](mailto:tom@mainwaring.com.au)

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## RIVERSIDE MARKETING CONDITIONS

Please note that the following conditions apply to all hirers choosing to undertake Riverside Marketing opportunities:

*All prices noted in this marketing guide are correct as at 19/5/2011. Prices are subject to change without notice.*

*The marketing opportunities outlined are for shows that will be held at Riverside Theatres. Riverside does not take responsibility for any of the hirer's marketing materials. Riverside does not offer storage for marketing materials and packaging. Any loss or damage of marketing materials and packaging is at the risk and cost of the hirer. Any misprinting of materials is at the full cost and risk of the hirer. Riverside has the right to refuse display of any marketing materials deemed inappropriate or that do not adhere to the marketing guidelines. No unauthorised commercial or corporate advertising is allowed.*

### **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](http://www.riversideparramatta.com.au)**

Riverside Theatres is a unit of Parramatta City Council ABN 49 907 174 773