

## Marketing Support: Information for Producers

### **Website**

We will provide and maintain the [cervantestheatre.com](http://cervantestheatre.com) website, displaying your show information and providing the following updates (to be supplied by you):

#### 1. Cast and Creatives

This must be provided post casting to be uploaded to your show page on our website.

#### 2. Rehearsal Photographs

These can be provided digitally at any time during rehearsals, ideally during week one, to be uploaded to your show page on our website.

#### 3. Production Photographs

These can be provided digitally at any time during the run, ideally during week one, to be uploaded to your show page on our website.

#### 4. Reviews

These will be uploaded directly by us as and when they are published by the press. Unless hearing from you with particular requests, we will select relevant quotes. Please provide information in concise emails and in the correct formats.

Additional update requests will be dealt with at the discretion of the marketing manager, and may incur a fee.

### **Social Media**

We will maintain our Twitter and Facebook accounts – plus any other relevant social media. We will use this to feed into and support your production and your own social media activity.

### **Newsletters**

We will send newsletters to our mailing list. A minimum of:

1 x The Week of Opening

These will include other shows that are running, and not be a solus newsletter. If a solus (i.e. featuring solely your show) is required this can be discussed with the marketing manager and may incur an additional fee.

### **Printed Materials and Building Based Marketing**

We must proof all posters, flyers and other print and digital material.

We will display your flyers in the designated racks in the building. We advise the following quantities for display at the Cervantes Theatre:

Flyers: 200-500 units

A2 Posters: 2-5 units

The costs of flyers and leaflets would be borne by you. Any external distribution runs or door drops are down to you to arrange and pay for.

### **Other Marketing Related Matters**

Box Office

We can liaise with you to co-ordinate any special offers / promo codes etc as required and make these active on the box office system.