

MARKETING OPPORTUNITIES

ARA Darling Quarter Theatre can list your performance or event on our website as part of your hire. Events will be added once your contract has been signed, deposit paid, ticketing and marketing schedule and web materials have been received. Please allow five (5) business days from time of acceptance for your event to be added to our website.

All promotional and other material relating to the production published by the hirer will clearly and accurately read similar to: 'Hirer's name' presents 'Production' at ARA Darling Quarter Theatre (**not Monkey Baa Theatre Company or Monkey Baa Theatre**). This includes printed material such as programmes, posters, flyers, advertisements etc.

INCLUDED MARKETING

The following marketing is included in the standard venue hire rate:

ARA DQT Website

Event listed under What's On and relevant drop down category (Theatre, Music, Dance, Special Events).

Please supply copy (50-150 words) and a 1MB landscape jpeg with no text/logo overlay.

Monthly E-newsletter

Event listed in a monthly eNewsletter: sent to over 10,000 eNewsletter subscribers. Includes title of the show, dates, an image (290x160px) and a link.

Social Media

Promote your event via Facebook/Twitter/Instagram.

Please email post / tweet ideas to our marketing team for consideration.

Theatre Reviews

Link existing theatre reviews to your event webpage.

Please email the review link to the Marketing and Digital Coordinator for consideration.



ADD-ONS: PREMIUM MARKETING SERVICES

Lightbox Poster

Display of hirer produced and supplied lightbox poster.

Design of the lightbox poster must be pre-approved and follow our guidelines. Pending the lightboxes being available and not guaranteed. Please contact our Marketing Team for more information.

Cost: \$750 (GST incl). Max 1 lightbox poster. \$250 (GST Incl) additional if you want us to arrange printing of the poster.

Targeted Email

Targeted email: can be sent to promote specific production/s to targeted patrons where applicable.

We would create a tailored email list based upon attendees to similar past shows.

Cost: \$550 (GST incl). Max 1 email

Promo code

A promotional code enabling patrons to access a ticket discount.

Contact marketing to discuss your ideas.

Cost: \$77 (GST incl)

