

## HEADGATE THEATRE – MARKETING AND PUBLICITY INFORMATION

This document provides details of the marketing and publicity support provided by the theatre.

**Contact emails:** [katie@headgatetheatre.co.uk](mailto:katie@headgatetheatre.co.uk) [publicity@headgatetheatre.co.uk](mailto:publicity@headgatetheatre.co.uk)

### EVENT COPY

We require the following information and copy before tickets can be placed on sale or the event is added to the Headgate website. Some of this you will have provided on the Request for Information form but please ensure we have all the following:

- Title of event
- Company name
- Dates
- Times
- Pricing with full details of concessions. For information, the theatre's standard own concessionary policy is FTS and under 16, but we can vary this according to the production.
- For Ticketsource and the website: A description of the event of up to 100 words
- For the brochure: A description of the event of up to 50 words
  - Descriptions should include any guidance on age restrictions, language, violence or sexual content, use of strobes or special effects such as gunshot. We reserve the right to edit entries that exceed the space allowable.

Please provide two images to accompany the entries. A poster image 450 x 640 pixels and a square image 275px x 275px with the focal point being contained within the central 175px of the image. These can be temporary images, replaced with the poster for your event when available.

**IS THERE ANY 'AGE SUITABILITY' OR 'CONTENT WARNING' STATEMENTS THAT SHOULD GO IN THE BROCHURE AND ON HEADGATE WEBSITE? (eg. Haze, Flashing lights, adult language or themes, loud noises etc.)**

### TICKETSOURCE

Your event will be listed on TicketSource for patrons to order tickets online (booking fee applies) or via the Box Office. The URL for the webpage can be included in social media postings you create.

### WEBSITE

Your event will be listed on the What's On page of our website, and the front page of the site closer to the time of the event.

### BROCHURE

We distribute 5,000 brochures three times per year by post and in outlets in the area. We aim to distribute it one month prior to the commencement of the new season. Seasons start 1<sup>st</sup> Jan 1<sup>st</sup> May and 1<sup>st</sup> September. Space within the brochure is very limited.

The deadline for the season brochure is usually 8 weeks before distribution. Where information has not already been provided you will be contacted by one of our volunteers. Late bookings will not be included but will be added to the theatre website and included in our monthly email newsletter to patrons.

### MONTHLY EMAIL NEWSLETTER

At the start of each month the Headgate Theatre send a 'What's on' email to all patrons on its database that have chosen to receive information via email. This includes all events at the theatre in the 6 weeks from the start of the month and uses content provided for the website listing. No further email marketing is available.

### ONLINE EVENT LISTINGS

The theatre will endeavour to make an entry into a range of online event listings. The information will be based on that provided for the website and brochure.

### OTHER PRINTED MATERIAL

We have no capacity to print or overprint your posters or flyers.

Content should include or be overprinted with:

- Headgate Theatre logo
- Dates and times of event
- Ticket Prices
- Box Office Details: Telephone 01206 366000. Book online at [www.headgatetheatre.co.uk](http://www.headgatetheatre.co.uk)

A1 DISPLAY POSTER	Created by the Headgate Theatre for all hirers for display on one side of the building, where capacity allows.
A3 POSTERS	We have very limited display capacity for A3 posters at the theatre and there are no sites in town that now display these.
A4 POSTERS	Standard Hire – 2 required. Box office splits - maximum of 10 required. We will display up to two A4 posters within the premises. For box office split hires we will also endeavour to arrange the display of posters within the town. Please be aware that sites for A4 display are limited, and space within those sites is frequently fully occupied.
A5 or DL LEAFLETS	Standard Hire - Maximum of 150 required for display in theatre. Box Office splits – max of 250 required. For box office splits we will also distribute to key sites within the town e.g. libraries/tourist information.
LOBBY DISPLAY BOARD	We have a display board for your own photographs and material for use during the period of your hire. Materials must be removed at the end of hire.

### PRESS COVERAGE

The Theatre does not take press adverts in newsprint or radio. Hirers should arrange for their own publicity and marketing. Local contacts are given below.

NEWSPAPERS	<p>The Colchester Gazette is the local daily paper and the Essex County Standard is published weekly (Friday) – both by Newsquest. The Standard has an Entertainment section.</p> <p>Contact should be made by the hirer AT LEAST 3 weeks prior to the event, and a press release, including date, time, venue and pricing and photographs provided.</p> <p>The contact for the press is <a href="mailto:George.King@newsquest.co.uk">George.King@newsquest.co.uk</a></p>
RADIO	BBC Essex: <a href="mailto:tony.fisher@bbc.co.uk">tony.fisher@bbc.co.uk</a> or <a href="mailto:robyn.wallis@bbc.co.uk">robyn.wallis@bbc.co.uk</a>
FREE PRESS	The Headgate will submit entries to all the free press distributed locally. The information will be based on that provided for the website and brochure.

### SOCIAL MEDIA

The theatre has a Facebook page, Instagram and Twitter account. We will share any posts you make about your event via our page and feeds where the name of the theatre is included or the hashtag #headgatetheatre. Please share as much content as possible such as images, cast interviews, promo videos, press releases, rehearsal photos

FACEBOOK: @headgatetheatre

If you create a Facebook event for your hire, please add us as a co-host so we can add it to our Facebook page.

INSTAGRAM: Headgatetheatre

TWITTER: @headgatetheatre