



WELCOME TO SUMMER AT Q!

This document includes all the information you will need for us to help you promote your event at Q. We have a number of in-house promotional opportunities to support your work and build attendance numbers.

If you have any questions about this form, please get in touch with our Marketing team at marketing@qtheatre.co.nz or call **09 282 3902**.

As part of our partnership, you'll be using Q's branding to help promote your event. Here are some guidelines we ask that you please observe.

Q NAMING

You can call us 'Q' or 'Q Theatre'. We prefer 'Q Theatre' in any communications to people that might not know who we are, or that we are a theatre. We also like to tell people we are located at 305 Queen Street. If your event is programmed in Loft, please include Q Theatre Loft in all your marketing collateral and Q Theatre Rangitira for all events in Rangitira. Please note that we are not "the Q Theatre", nor are our spaces 'the Loft' or 'the Rangitira'.

SUMMER AT Q FLYERS, BANNERS AND DECALS

To help showcase the amazing range of work brought to the summer at Q festival, Q Theatre will be preparing a variety of collated advertising material. This includes banners, flyers, decals and more which feature several Summer at Q shows on one document. For this collateral, we will use your show imagery, details and copy where relevant. If you have any queries about this collateral and how we plan to use your content in Summer at Q advertisements, please email marketing@qtheatre.co.nz

SUMMER AT Q FOOTER

A Summer at Q footer must be used on the bottom of all posters you produce. You will need to include a Summer at Q footer to help patrons identify your show as a part of the festival and to acknowledge the production support provided. There are 3 Summer at Q Footer dimensions available through the link below.

<https://drive.google.com/open?id=1gnM4ot2b4lNuhkNeaFyFfHoRYLsGN5p3>

Do not crop, stretch or fade this footer. If you need help applying this footer to your documents, please email marketing@qtheatre.co.nz.

on the right is an example of how the footer should look once applied.

SUMMER AT Q LOCKUP

The Summer at Q lockup should be used in digital content wherever there are any other logos included. If you have a supporter or company logo on something, the Summer at Q and University of Auckland logo should be included as well. All such uses of the lockup should be approved by the Q Marketing team. The Summer at Q lockup comes in two formats – colour and white. PNG and Illustrator files of the logo can be downloaded here:

<https://drive.google.com/open?id=1PoWCM92jrvunyxSDQp1kb-HT1zdfPX>

Contact us if you require a different type of file.





DIGITAL SCREEN DISPLAY

Q has three digital screens for promotion use - two screens outside-facing Queen Street and one inside Lounge, facing the bar and box office. You are welcome to prepare an image or video to be displayed here.

The full dimensions of the screens come to 1366px x 768px portrait, however, we will be placing the below frame on all summer at Q Digital screen videos, bringing your videos visual dimensions to 1492px x 968px portrait. If you have a video editor or graphic designer who is happy to apply the frame, please feel free to, otherwise, we will apply the frame after we receive the final export.

https://drive.google.com/open?id=1EnRBRv8SowpcmGnSTbP8GBUpz6_UZFYL

Stills	<i>Format: 300dpi PDF or JPG file</i> <i>Dimensions: Visible - 1492px x 968px portrait With frame applied - 1366px x 768px portrait</i> <i>Replication of your poster artwork – include event title, dates and venue</i>
Video	<i>Max duration 30sec. High resolution, Quicktime format.</i> <i>No audio support.</i> <i>Dimensions: Visible - 1492px x 968px portrait With frame applied - 1366px x 768px portrait</i> <i>Please include Q Logo, website and physical address as a part of these digital screen displays.</i>

Q APPROVAL

All promotional material that mentions Q Theatre or includes our logo must be approved by Q's Marketing Department – marketing@qtheatre.co.nz. Please allow a turnaround of at least two working days for approval.

We expect you to:

- Have a Marketing and PR plan.
- Submit event listings for your show to Facebook, EventFinda.co.nz, Our Auckland, Heart of the City, The Big Idea and any other places where you can get free listings. Please request event co-host approval with Q Theatre on Facebook.
- Any special offers you'd like to offer on tickets. Our team can advise on things that have worked in the past. This includes the sale of programs, merchandise and targeted discount codes.
- Advice you would like or questions you have.

BOOKING DETAILS

Tickets to shows and events at Q can be booked through the following methods, which should be listed on all of your promotional material:

qtheatre.co.nz

09 309 9771

305 Queen Street, Auckland

You are legally obliged to include the footnote “*Service fees may apply” in all references to pricing.



EMAIL NEWSLETTER - COMPLIMENTARY

Q will distribute a weekly Summer at Q EDM (Electronic Direct Mail) to a database of nearly 22,000 subscribers. All Summer at Q shows will have at least one inclusion in this newsletter but the date and placement are at our discretion.

TARGETED EDM - AT DISCRETION

We are able to target specific audiences created from our database of previous ticket purchasers. You are welcome to request a targeted EDM for your show but due to the amount of shows on during the festival, the availability will be at our discretion. All Summer at Q shows will receive a discount to the usual \$250 cost for a targeted EDM. Please enquire for more information about cost.

You would need to provide copy and visual content based on our guidelines. Our content is curated so what you provide may be edited for clarity or to adhere to Q's tone of voice.

SOCIAL MEDIA

We are able to support your campaign however we cannot manage your campaign. We encourage you to supply us with interesting/unique content relevant to your show. Please note our social content is curated so not everything you send will be posted. We do guarantee one social post for each Summer at Q show. Feel free to get in touch if you have any interesting and engaging ideas for your shows post!

As a part of the festival we also manage a paid social media marketing campaign. The campaign includes a unique ad for each show. If you'd like to invest additional money to your shows listing, please get in touch!

OTHER MARKETING

The Summer at Q festival has many other marketing elements. For example, your show will also be listed on a large interior coreflute show schedule, a flyer and our website. As these inclusions will use the content provided on your build form, you will only need to approve them once prepared.