



# KIA ORA, WELCOME TO Q!

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We're excited to host you and look forward to working together to ensure your time here is successful and enjoyable.

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](mailto:marketing@qtheatre.co.nz) or call **09 282 3902**.

## Q'S MARKETING CHANNELS

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### YOUR Q – INCLUDED

Q distributes a fortnightly EDM (Electronic Direct Mail) to a database of nearly 22,000 subscribers. All shows with have at least one inclusion in Your Q but the date and placement are at our discretion. We will email you details of your inclusions and any deadlines and requirements from you.

### TARGETED EDM – \$250

We are able to target specific audiences created from our database of previous ticket purchasers. 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 – FREE

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.

Q Website	<a href="http://www.qtheatre.co.nz">www.qtheatre.co.nz</a>
Q Facebook	<a href="https://facebook.com/Q305QueenSt">facebook.com/Q305QueenSt</a>
Q Instagram	<a href="https://instagram.com/qtheatre">instagram.com/qtheatre</a>
Q Twitter	<a href="https://twitter.com/QTheatre">twitter.com/QTheatre</a>
Q Snapchat	<a href="https://Snapchat.com/add/qtheatre">Snapchat.com/add/qtheatre</a>
Q Youtube	<a href="https://youtube.com/user/QTheatre">youtube.com/user/QTheatre</a>

### PROMOTED SOCIAL ACTIVITY – COSTS AVAILABLE ON REQUEST

For something more targeted we offer promoted Social Posts. This would need to be unique/interesting content preferably video, unseen images, or a promotional deal of some sort. You can choose between Facebook, Instagram or both. This will be targeted to an audience chosen by you from our Patronbase database audience of 50k+. Please talk to us for more details and what would work best for your needs.



## Q BRAND USAGE

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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'S BRAND

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 Vault** for all events in Vault.

Please note that we are not "the Q Theatre".

### Q LOGO USAGE

The Q logo must be used on all print and online promotional materials.

The Q logo comes in three formats – black, white and pink. JPG and PNG files of the logo can be downloaded from [www.qtheatre.co.nz/resources](http://www.qtheatre.co.nz/resources). Contact us if you require a different type of file.

### 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](mailto: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.
- Have someone from your team who is responsible for your marketing campaign and/or a publicist.
- Print and distribute brochures/flyers and posters for your show (as many as you have budget for).

#### Please talk to us about

- Your Marketing Strategy and which media you plan to target with advertising and PR.
- Your Opening Night invitation list. We can help you connect into the Q network.
- Any special offers you'd like to offer on tickets. Our team can advise on things that have worked in the past. This includes sale of programmes, merchandise and targeted discount codes.
- Creative ideas you have for marketing and promotions and activations.
- 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](http://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.



## VENUE DISPLAY

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### DIGITAL SCREEN DISPLAY – FREE

Q has three digital screens for promotion use - two screens outside facing Queen Street and one inside the Barfoot & Thompson Lounge, facing the café and box office. Please include Q Logo, website and physical address as a part of these digital screen displays.

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Stills	<i>Format:</i> 300dpi JPG file <i>Dimensions:</i> 1366px x 768px portrait  Replication of your poster artwork – include event title, dates and venue
Video	<i>Format:</i> Max duration 30sec. High resolution, Quicktime format. No audio support.  <i>Dimensions:</i> 1366px x 768px portrait  The video itself doesn't have to fill up the whole screen dimensions above. Text or still image can be used at the top and bottom of the video frame. But the final file must be in the exact dimension above.  See these examples: <a href="http://www.dropbox.com/sh/q9welo7xukei4x/AAAjH8cYRpwivy_2H-Jf18bza?dl=0">www.dropbox.com/sh/q9welo7xukei4x/AAAjH8cYRpwivy_2H-Jf18bza?dl=0</a>  <i>Note: Hero image and season dates to be included as opening and closing slides.</i>

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### POSTERS – FREE (DISPLAY ONLY, NOT PRINT)

Please supply the following poster sizes and amounts for adequate venue coverage. The amount will depend on the number of events included in your festival, please confirm this with Q's Marketing team.

*NB: posters should be in portrait, with a 5mm frame clearance for any text and logos text.*

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A3	X 10 copies (minimum for bathroom and Box Office display)
A2	X 3 copies (minimum for external lightboxes)

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### FLYERS, BROCHURES & PROGRAMMES – FREE (DISPLAY ONLY)

Flyers are a great way for people in our café and public spaces to learn about your show. If you're printing flyers, please ensure you deliver some to our box office for promotional use. Show programmes can be distributed by Q's Box Office and Front of House Staff as directed. If you are wanting to charge for your programme, please discuss this with us ahead of time

Please deliver all flyers, brochures and programmes to:

**Attn: Marketing  
Q Theatre Box Office  
305 Queen Street  
Auckland Central 1010**

### INTERNAL PRESENCE – COSTS AVAILABLE ON REQUEST

In addition to posters, flyers and our expert ticketing staff, Q's box office has space to accommodate confluence or decal promotional material. This is available at the discretion of Q's Marketing team

We can also display ancillary Festival marketing material (e.g. wayfinding signage, schedules etc.) by negotiation.

## PULL UP BANNERS – FREE

Placement of pull up banners at in the Barfoot & Thompson Lounge are available at the discretion of Q's Marketing & Front of House teams.

Due to limited display space, Pull up banner artwork can only promote the current event presented at Q or a generic company logo. No sponsor Pull up banners or products may be erected in the public spaces of Q areas without explicit approval.

You are welcome to display further pull up banners within Q's performance venues, with placement at the discretion of Q's Technical team.

## WINDOW DECALS – COSTS AVAILABLE ON REQUEST

Decal placement is available on Q's windows facing Aotea Square, next to the back entrance of the Auckland Town Hall. Decal site availability is limited and available via negotiation.

Festivals and longer performance seasons in Rangatira will be given priority.

All window panels vary in shapes and size. For reference, you can download the decal diagram and photo map from our website: [www.qtheatre.co.nz/resources](http://www.qtheatre.co.nz/resources)

Decal installation on Q's front-facing Queen Street windows is available for festivals by negotiation with, and at the discretion of, Q Theatre's Marketing Team.

To discuss specs and availability, contact [marketing@qtheatre.co.nz](mailto:marketing@qtheatre.co.nz)

## OUTDOOR BANNERS – COSTS BELOW

Q's banner site faces Mayoral Drive, Grey's Avenue and Basement Theatre. Banner placement is limited and available via negotiation.

	Dimensions	Production Cost	Site Rental
Standard	2.45m (w) x 5.1m (h)	\$360+gst via Q Theatre	\$50 per week (capped at 4 weeks)
Skinny Banner	1.1m (w) x 5.9m (h)	\$215+gst via Q Theatre	\$30 per week (capped at 4 weeks)
Installation/Removal fee		\$55+gst via Q Theatre	

Resolution and scale - please work at 10% of actual size and 300-500 dpi. Final files can be supplied as PDFs.

*NB: If you are booking more than one banner, rental prices can be negotiated. Eyelets required on the top and bottom of banner only. Installation rope supplied by Q. Banner artwork must be approved by Q prior to production and installation. To book a banner site, contact [marketing@qtheatre.co.nz](mailto:marketing@qtheatre.co.nz)*

Kia kaweā tātou e te Rēhia  
Ngā mihi nui,  
Q Theatre