



## **Cooperative Marketing Opportunities for Box Office Users**

Although theatre renters supply their own advertising and marketing at their own expense, the Clark Center Association offers a number of marketing services to theatre renters using the Clark Center Box Office to help make your event a success. If there is one thing we have learned about successfully putting on a show, it's not to underestimate the amount of marketing and advertising it will take to sell your tickets. A good estimate for an advertising budget is at least \$2,000 per event.

### **Services included with Theatre Rental & Box Office Use:**

**BOX OFFICE SERVICES:** Sales personnel for advanced ticket sales, customer service, information via the internet, over-the-counter and telephone. The Box Office is open 12pm to 6pm, Monday through Friday; Saturday 12-4.

Approximate Value: Shared Value of \$850/week

**CUSTOMER SERVICE:** Patrons who call the Box Office about your show will be given correct and adequate information regarding your production. The more we know about the show, the more we help them and help you sell more tickets!!

**EMAIL BLAST:** Every week during the regular season, the Association sends a "Coming Soon to the Clark Center" email to its private email list. Your event will be included during the week of your show. Your event may be included in previous weeks dependent upon the number of other events playing in the theatre. Approximate Value: \$200+  
(Not available for offsite only sales)

**MARKETING PLAN DEVELOPMENT:** The Association will supply a generic 8-week marketing plan upon request. Custom plans can be developed for \$50. Please allow 3-5 Business days for delivery.

**ONLINE TICKETING:** Your event will be set-up by Clark Center staff and sold in real time on a high-tech ticketing system via the Clark Center Website.

**POSTER DISPLAY:** Supply us with posters (not mounted on foam core), and they will be placed in our display window and on our lobby marquee. (Posters may have to be rotated based on show dates) OR you may have one designed and printed by us for the fee of \$100 per poster + printing charges.

**SOCIAL MEDIA EVENT LISTING:** Your event will be listed on the Clark Center's Myspace & Facebook Pages. This will occur when we have received all information for your web site listing. Please see the section on WEB SITE LISTING for more information and specifics.  
(Not available for offsite only sales)

**THEATRE UPCOMING EVENTS LISTING:** Your event will be listed in a 12pt font in the quarterly theatre calendar listing that is distributed by the Box Office and in the theatre lobby. This Listing can be upgraded. \$25 – 18pt font +picture; \$50 – 24pt font +picture. This listing is printed in the first week of July, October, January & April. Your event will only be listed if you have an executed contract with the contract manager that is received, at the latest, one week prior the date of printing for that quarter.

**UPCOMING EVENTS VOICE MAIL:** The box office's "Upcoming Events" mailbox is updated weekly and your event will be included.

**WEB SITE LISTING:** Your event will be listed on [www.clarkcenter.org](http://www.clarkcenter.org) in approximately the same size and dimensions as all other events. Your listing will include: Title of show, Date and time, Presenter's name, a hyperlink to the show or presenter's web site (If available), a link to buy tickets online, a 100 word description and a photo of the artist or event. Please provide us with a description, digital picture (288x120 pixels) and the web link BEFORE your show goes on sale, as your event can not be posted until this information is received. This information can be emailed to [jamie@clarkcenter.org](mailto:jamie@clarkcenter.org). Video and/or audio can be added to your listing for \$50. Approximate Value: \$200/month based on \$10/thousand page views

### **Additional Services You Can Purchase To Promote Your Event:**

**SEASON BROCHURE ADVERTISING:** Advertise your event in the Community Partners Section of our Season and/or Mid-Season Brochure. The Association prints and distributes 35,000 Brochures twice a year in June and January via direct mail and newspaper insertion. Deadline for the Season Brochure is April and November for the Mid-Season Brochure. *For more information on prices and deadlines, please contact the Association Office at 489-4196 or [info@clarkcenter.org](mailto:info@clarkcenter.org).*

**PROGRAM ADVERTISING:** Advertise your event in the Clark Center Program. This program is distributed at all Association events. *For more information on prices and deadlines, please contact the Association Office at 489-4196 or [info@clarkcenter.org](mailto:info@clarkcenter.org).*

**CREATION/BUYING OF TV ADVERTISING:** The Association will create and buy TV ad space using our negotiated rates. Design includes a custom script; a custom audio track consisting of voice over, effects and royalty free music; video editing and one revision. Additional Revisions/Services can be purchased for an additional price. You will need to provide us with video footage, high-resolution digital photos, a digital logo for your organization, a 100 word description of your event including dates/times/prices and music (if applicable). Please allow 7-10 business days for creation and purchase of television spots. These should be coordinated at least one month prior to the opening date of your show, as to allow for ample time for the spot to run.  
*Price: \$200 +Ad Buy*

**CREATION/BUYING OF RADIO ADVERTISING:** The Association will design and buy Radio advertising using our negotiated rates. Design includes a custom script, a custom audio track consisting of voice over, effects and royalty free music and one revision. Additional Revisions/Services can be purchased for an additional hourly price. You will need to provide us a 100 word description of your event including dates/times/prices. You may also provide custom music that you have purchased usage rights. Please allow 7-10 business days for creation and purchase of radio spots. These should be coordinated at least one month prior to the opening date of your show, as to allow for ample time for the spot to run.  
*Price: \$150 +Ad Buy*

**CREATION/BUYING OF PRINT ADVERTISING:** The Association will design and buy Print Ad space using our negotiated rates. Design includes a custom print ad with one revision. Additional Revisions/Services can be purchased for an additional price. You will need to provide us with high-resolution digital photos, a short description of the event, Date/Time/Cost, a digital logo (if applicable) and any other information you would like included. Please allow 7-10 business days prior to the date you would like the ad to run for creation and purchase of your newspaper ads. These ads run on Thursdays in most papers.  
*Price: \$100 + Ad Buy*

**NEW TIMES/SANTA MARIA SUN STACKED AD ADVERTISING:** The Association has a contract with the New Times to run a weekly ½ page vertical anchor ad in the Arts & Entertainment Section of the New Times and a ¼ page vertical anchor position in the A&E Section in the Santa Maria Sun. In these ads, we feature 4 productions and you can buy one of these spaces. You will need to provide us with a high-resolution digital photo and a short description of the event. We will design the ad within our frame.

Please allow 7-10 business days prior to the date you would like the ad to run for creation and purchase. These ads run every Thursday.

*Price: \$125*

**TRIBUNE TICKET STACKED AD ADVERTISING:** The Association has a contract with the San Luis Obispo Tribune to run a weekly ½ page vertical anchor ad in the Thursday Ticket. In these ads, we feature 4 productions and you can buy one of these spaces. You will need to provide us with a high-resolution digital photo and a short description of the event. We will design the ad within our frame. Please allow 7-10 business days prior to the date you would like the ad to run for creation and purchase. These ads run every Thursday.

*Price: \$125*

**NEW TIMES/SUN/TRIBUNE TICKET COMBO:**

Your ad will run per the above specs in the New Times, Santa Maria Sun and Tribune Ticket. *Price: \$200*

**PUBLIC/MEDIA RELATIONS:** The Association will design and distribute a one page Press Release to our media list of 150+ contacts. The Association will also submit your event to 20+ calendar listings. You will need to provide us with high-resolution digital photos, a two to three paragraph description of the event, Date/Time/Cost, a contact person for media follow-up including email and phone numbers, a digital logo for your group (if applicable) and any other information you would like included. It is recommended to have the Press Release run 6 weeks prior to the start of your show. Please allow 5-7 business days for creation and approval.

*Price: \$150*

**POSTCARD DESIGN/MAILING:** The Association will design and print a 4" x 6" postcard for your event using our standard template. You will need to provide us with high-resolution digital photos, a short description of the event, Date/Time/Cost, a digital logo (if applicable) and any other information you would like included on the postcard. You will also need to supply a mailing list on an Excel Spreadsheet. Cost includes one revision. For an additional \$50, a targeted mailing list of Clark Center patrons can be developed and used. Please allow 7-10 business days from the date of mailing for creation and purchase.

*Price: \$100 + printing/mailing costs*

**POSTER PRODUCTION/PRINTING:** The Association will design and print a 11" x 17" poster for your event using our standard template. You will need to provide us with high-resolution digital photos, a 100 word description of the event, Date/Time/Cost, a digital logo (if applicable) and any other information you would like included on the poster. Cost includes one revision. Please allow 7-10 business days for creation and printing.

*Price: \$100 + printing costs*

**HANDBILL PRODUCTION/PRINTING:** The Association will design and print a 4.25" x 5.5" handbill for your event using our standard template. You will need to provide us with high-resolution digital photos, a short description of the event, Date/Time/Cost, a digital logo (if applicable) and any other information you would like included on the handbill. Cost includes one revision. Please allow 10-15 business days for creation and printing.

*Price: \$100 + printing costs*

**MAILING HOUSE SERVICES & LIST RENTAL:** The Clark Center Association maintains an active patron database that can be segmented by interest, zip code, show-type, etc. Staff will develop a mailing list to fit the size of mailing designated and send to your choice of mailing house. The Association will not distribute mailing lists directly to the renter. Please allow 3-5 business days for list creation.

*Price: \$100 +printing/mailing costs*

**INSERTION OF FLYERS INTO PROGRAMS:** The Association will insert flyers advertising your event into the programs distributed at Association events. You will need to supply the Association with 8 ½ x 5 ½ flyers. Please provide flyers 1-3 business days prior to the date of insertion.

*Price: \$50 per insertion*