

WELCOME TO THE LICHFIELD GARRICK

We can't wait to welcome your show to our venue, where we'll work together to generate ticket sales and promote your show to the best of our mutual abilities.

Please read over this marketing pack that covers all our marketing expectations and requirements. If you have any questions, please email Ellen Kentesber (contact details on last page).

MARKETING CONTRA

The basic marketing contra for a show at the Lichfield Garrick is £300.

- Shows in our Studio will typically have a lower marketing contra (agreed at deal stage)
- Budgets for longer running shows are typically agreed at the deal stage.
- Please note that this is the basic contra and additional budget can be agreed in marketing plan discussions after the deal has been made.
- Any additional spend is not split as per the deal - unless agreed otherwise, any additional marketing spend will be logged and deducted from the final invoice.

WHAT'S INCLUDED IN YOUR MARKETING CONTRA?

- Inclusion in our seasonal What's On brochures (minimum ¼ page entry).
- Inclusion in e-shots sent to our database (these may feature other events: solus e-shots can be arranged).
- One full database e-shot announcing your show has gone on-sale (will include other shows that have gone on sale at the same time).
- Listing on our website (www.lichfieldgarrick.com) for online ticket sales.
- Posters and flyers supplied by the visiting company distributed around the venue.
- Show trailers to be included on screens around the venue.
- Press releases issued to local newspapers & magazines.
- Inclusion in ongoing adverts in local publications.
- Organic social media posts promoting the show.
- Box Office & Marketing time.

GETTING YOUR SHOW ON SALE

WE REQUIRE A SIGNED AND RETURNED CONTRACT BEFORE WE CAN PUT YOUR SHOW ON SALE

- You will receive a deal memo from Kerrie, our Programming and HR Administrator, which must be filled in and returned before a contract is sent to you. This must be signed and sent back to us before the show goes on sale.
- We aim to put shows on sale in groups, either at the start of each calendar month or to coincide with the distribution of our latest season brochure.
- We have received feedback from Members and patrons that this is their preferred pattern and they don't like to receive too many emails regarding individual on-sales, so we will try and group shows together in batches where we can.
- If your show requires a particular on-sale date, such as a nationwide tour, we will do our best to accommodate this.

OUR SEASON BROCHURES

We produce two brochures a year, covering between 6 - 9 months of performances each.. We print approx. 40,000 copies per edition, with approx. 25,000 sent out by direct mail to our mailing list and approx. 15,000 sent out via distribution company to hotels, train stations, tourist information, and other local businesses throughout the area.

WHAT WE NEED FROM YOU FOR YOUR BROCHURE LISTING

Images:

Please send us a high resolution without text/titles/logos that is suitable for print. These should be a minimum of 300dpi and in PNG or JPG format.

Please supply both portrait and landscape options.

Text:

Please supply us with approx. 50-75 words of copy to sell the show.

Please also supply any age restrictions/content warnings for things such as nudity, excessive swearing or foul language, blood, gore, sexual references, etc.

If there is a specific way the title of your show needs to be listed, please let us know.

If you require your brochure listing to be approved before time of print, please let us know when supplying the content.

LOGO PACK



Lichfield Garrick brand logos can be found here:

<https://bit.ly/3ng2Blp>

This folder contains a mix of colours and formats (PNG and EPS) – if you require another colourway, please contact Ellen Kentesber.

Please note: our logo changed in 2019. Artwork or posters supplied with the old logo will no longer be accepted or distributed. If you send us any print with the old logo, we reserve the right to not put it up around the venue and either charge you the overprint fee or ask you to resend all print with the correct logo.

COLOUR PALETTE

We understand that many of the posters supplied to us are generic templates and aren't easily adapted in colour. However, if you do want to use our colour palette in any poster designs, please use the below colour palette to get our default shade.

CMYK: C0, M100, Y40, K0

PRINT REQUIREMENTS

Print must be supplied by the visiting company, and requirements vary dependant on a show-by-show basis. Please check with us regarding quantities for any longer running or larger scale productions – the list below is our preferred/recommended print quantities based on which performance space your show is in.

If your print contains our logo and venue information, we will need to see a proof before it goes to print.

Requested print quantities for shows in our **Main Auditorium**:

- 500 x A5 flyers
- 3 x A4 posters
- 1 x A2 posters
- 1 x A1 posters

Requested print quantities for shows in our **Studio**:

- 300 x A5 flyers
- 3 x A4 posters
- 1 x A2 poster
- 1 x A1 poster

Please note: We no longer accept roller/pop up banners. Any banners supplied to us will be disposed of as we no longer have space to display or store them.

Things to note:

- All print must come overprinted with the correct information. If we have to overprint in-house, this will be charged at a non-negotiable fee of £120.
- If you are printing ticket prices, they must be printed fully inclusive of our ticket levy.
- All print will be disposed of after the final performance. If you want us to hold onto any additional print, please contact the Marketing team prior to your performance so we can arrange for it to be returned to the performers/event team before they depart.

ADDRESS FOR PRINT DELIVERIES:

FAO Marketing Team
Lichfield Garrick Theatre
Castle Dyke
Lichfield
Staffordshire
WS13 6HR

WEBSITE

Customers can book tickets online 24/7, 365 days of the year at www.lichfieldgarrick.com

To put your show on sale on the website, we require the following:

Image:

- Our show page header dimensions are 1080 pixels (w) x 1080 pixels (h) with minimal text.
- This should be a crisp, clear picture – we reserve the right to edit the supplied images if what we are supplied with is pixelated or unclear.
- The crop of your artwork displayed can vary per device so please avoid artwork with too much text. Please be aware that elements at the edges of your artwork may be cropped

Copy:

- Please provide 100-200 words of copy that accurately promotes and explains your event.
- Please note: any editorial supplied may be altered and reworked for use in documents like the season brochure, emails, other publications, etc.
- If you can supply varying lengths of copy, that would be greatly appreciated.
- Press releases or cast biographies will not be accepted.

Additional:

- Please provide a video or YouTube link.
- If you have any reviews or quotes relating to the show or artist, then we can add these to the webpage.

E-SHOTS

We send out (on average) three e-shots a week to those who have consented to receiving marketing from us on our database. We have in excess of 30,000 people registered to receive marketing correspondence from us.

Design and content of the e-shot is created at our discretion. E-shots are typically sent out by genre, or covering an upcoming event, such as Christmas, Mother's Day, etc.

As part of your marketing contra, all new shows will be included in announcement emails that go to our entire database.

Solus e-shots can be arranged on request. We will send out one solus e-shot as standard, and any additional will be charged at £50.

SOCIAL MEDIA

Please follow us on all our social media accounts:



Facebook – **LichfieldGarrickTheatre**



TikTok – **@LichfieldGarrick**



X - **@the_garrick**



Threads – **@the_garrick**



Instagram - **@the_garrick**



YouTube – **LichfieldGarrickTheatre**

Please provide us with the correct tags for your show/company on Facebook and Instagram.

Please share the posts to your own social platforms.

Meta adverts can be arranged on request - the full cost of the boosted post will be recharged to you.

Where we believe the content may hurt our brand or does not align with our visual brand identity, quality or voice, we may choose not to distribute it.

SCREEN ADVERTISING

We have several screens inside and outside the venue, both landscape and horizontal. Please supply trailers of the dimension 1920x1080 for use on the landscape screens, and trailers of the dimension 1080x1920 for the portrait screens.

Still images can also be used, with the same dimensions as above (72 dpi).

PRESS & ADVERTISING

We have a press list available upon request.

There are several local publications such as Lichfield and Burntwood Independent Newspaper, City Life Magazine, What's On Staffordshire/Birmingham and J'aime Magazine that offer a range of sizes and availabilities for print advertising.

A price list is available upon request.

We will need to see a proof of any advert that includes our logo/branding before it goes to print.

RADIO

- BBC WM - 95.6FM

Interview opportunities may be available upon request (no paid-for opportunities available)

OUTDOOR ADVERTISING OPPORTUNITIES

We own a billboard on one of Lichfield's main roads, Upper St John Street, just before you hit the junction that takes you onto the busy M6 or A38 roads. This must be booked in advance, and length of display is at the discretion of the theatre. We charge £300 for print and affixing.

Billboard streetview link - <https://lgtl.ink/GarrickBillboard>

Please supply printable artwork 6096mm (w) x 3048mm (h) with 5mm crop & bleed in high-res PDF format.

If you would like us to design the artwork, please get in touch. This will add £150 to the final total, making it £450.

COMMUNITY ENGAGEMENT

We have a Community Engagement team, who you will need to liaise with with regards to:

- Booking workshops
- Backstage/Touch Tours
- Group ticket offers for schools or community groups (to be discussed with the team)

Please contact Sophie Allen to discuss any of the above – contact details on the last page.

COMPETITIONS, TICKET OFFERS, AND PROMO CODES

Competitions

Please discuss any potential competitions (run by us or by yourselves) with EK at the earliest available opportunity. You will be expected to first utilise any company comp tickets (most performances have two as standard – please check your contracts for confirmation) and then any additional tickets used will be recharged to you at face value (inc. levy).

Ticket Offers

Please discuss any ticket offers you wish to run with EK at the earliest available opportunity. As a rule, we do not run last minute offers unless we deem it absolutely necessary as we feel these can have a negative effect on our core audiences/ those who have already booked at a higher price.

Any ticket offers will need to be signed off by an Executive Manager. These ticket offers will also be capped to a certain number of tickets (once they're gone at that price, they're gone!) – please liaise with EK to discuss further.

Promo Codes

In some instances, promo codes that offer a discount to a select group of people may be arranged. As above, tickets offered at a discounted rate through a promo code will be capped and reduced at a capacity signed off by EK.

SALES REPORTS

Sales figures are emailed out on Monday mornings. These will only be set up if directly requested, either on your contract (back page) or by getting in touch with our Box Office Manager. For your show to be added, please supply the email addresses you'd like to receive these reports to, to Pete Stevens.

VENUE CONTACTS AND ADDITIONAL INFORMATION:

We're keen to liaise with you regularly to maximise marketing opportunities from both ends. Please let us know of any campaigns, big or small, that you are running to promote the show and we'll join in and support however we can.

Please provide your contacts for marketing and PR opportunities.

WHO DO I NEED TO SPEAK TO?

Ellen Kentesber | Marketing Manager

Ellen will be your primary contact for all direct marketing and marketing plans, season brochures, press, PR, advertising, social media, and your on-sale date.

Email: ellen.kentesber@lichfieldgarrick.com

Telephone: 01543 412118

Pete Stevens | Box Office Manager

Pete will be your primary contact for any queries regarding tickets sales and box office queries.

Email: pete.stevens@lichfieldgarrick.com

Telephone: 01543 412111

Sophie Allen | Community Engagement Officer

Email: sophie.allen@lichfieldgarrick.com

Telephone: 01543 412115

OTHER USEFUL CONTACTS:

Hannah Jackson | Head of Marketing & Sales

Email: hannah.jackson@lichfieldgarrick.com

Jody Ross | Head of Operations

Email: jody.ross@lichfieldgarrick.com

Adie Barnes | Technical Manager

Adie's email: adie.barnes@lichfieldgarrick.com

Kerrie McGoldrick | Programming and HR Administrator

Kerrie's email: kerrie.mcgoldrick@lichfieldgarrick.com

Dan Ingleby | Digital Marketing Officer

Dan's email: daniel.ingleby@lichfieldgarrick.com

Manisha Chauhan | Marketing & Communications Officer

Manisha's email: manisha.chauhan@lichfieldgarrick.com

Programming | programming@lichfieldgarrick.com