

Watch this space.

Vancouver Civic Theatres Marketing Services

There are a number of marketing services offered to you as a part of your rental agreement including exposure on our website, social media channels and digital signage.

Please note that the information and materials required for these marketing services must be provided to Vancouver Civic Theatres' (VCT) Marketing Department **prior to your event being put on sale**. Please review what is required in order to maximize your cross-promotional opportunities with VCT.

Website event listings

Your event will be listed on the Vancouver Civic Theatres' website. It is important to have clear and concise information about your event; this information will help patrons make buying decisions. There is a broad range of events on our website and we recommend that you customize your content for an extensive audience who may be unfamiliar with the artist or event. *VCT reserves the right to edit and format the content provided by the licensee in order to best service our patrons and the VCT brand standards.*

Digital Assets

Please provide all or at least the “must-have” bulleted items to ensure maximum exposure through our digital channels. Please have all required website information submitted to VCT Marketing Department no later than **four weeks** prior to your event to ensure inclusion on the VCT website.

Must-Have Assets

- Promotional paragraph – basic overview of performance
- High resolution images, without text (without the dates, testimonials, venue name, etc). Sizes included should be:
 - Hero shot for web page 1820 x 1140 pixels
 - Mobile site image 370 x 370 pixels
- Please also include:
 - Facebook optimized sized image 1200 x 627 pixels with text (Artist, dates, venue).
- Press and/or media release – one page
- Ticketing information
- Website URL



649 Cambie Street, Vancouver, BC V6B 2P1 604.665.3050



vancouvercivictheatres.com

Nice-to-Have Assets

When available, the following will be incorporated into our marketing.

- Promotional video and production shots
- Social media channels and handles

Social Media

Please share with us! We have a large audience of followers and are happy to support your postings.

Twitter: [@vancivictheatre](https://twitter.com/vancivictheatre)

Instagram: [@vancivictheatres](https://www.instagram.com/vancivictheatres)

Facebook: [VancouverCivicTheatres](https://www.facebook.com/VancouverCivicTheatres)

Hashtag: #myVCT

Traditional Media

We will display standard rack cards (4 x 9 inches preferred) in the lobbies of Orpheum, Queen Elizabeth Theatre and Vancouver Playhouse. We will display season brochures, if applicable, depending on space availability. The licensee is responsible for design, printing, and delivery. Printed material should be received approx. four weeks or earlier before performance dates. Paper posters are no longer accepted.

The marketing materials **must be delivered to the VCT Administration Offices at 649 Cambie Street, Vancouver V6B 2P1. Please do not put flyers into the racks yourself. Please note the marketed event must take place in one of the four VCT venues.*

Digital Signage

The VCT has high resolution digital signage in which we cross-promote upcoming events. These digital signs range in size from 62" to 57" in screen size. They are located around the VCT's Queen Elizabeth Theatre, Vancouver Playhouse and at the Orpheum's Smithe Street entrance. To take part in this high impact marketing opportunity please provide the following:

- High resolution graphic file (jpg)
- RGB colour setting
- 1080 x 1920 pixels in size (vertical) in Photoshop. Or in InDesign create an 11.25" x 20" design and export at 96 dpi as a jpg.



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Official Venue Names

To ensure accuracy on marketing materials (name & address), please refer to the following information on the VCT's four venues. This is important branding for VCT.

Queen Elizabeth Theatre

630 Hamilton Street, Vancouver BC

Vancouver Playhouse

600 Hamilton Street, Vancouver BC

Orpheum

601 Smithe Street, Vancouver BC

ANNEX

823 Seymour Street, Vancouver, BC

The VCT Marketing Department takes pride in showcasing all that our clients have to offer and encourage open communication between both parties. If you have any question regarding the marketing services offered with VCT, please do not hesitate to contact us directly.

Contact information

All materials can be sent to the following individuals:

Joe Santos

Marketing Manager

Joe.santos@vancouver.ca

604.665.2148

Elizabeth Griffiths

Marketing Assistant

elizabeth.griffiths@vancouver.ca

604.665.3067



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