

We want your event to be as successful as possible, and in order to assist in that endeavor we are offering our artistic partners and renters marketing services geared towards promoting your event. These marketing services are available upon receipt of signed event contract.

**SERVICES OFFERED**

**Email Outreach . . . . . p. 2**

- Newsletter Feature
- Dedicated E-blast

**Website Resources . . . . . p. 3**

**Poster Services . . . . . p. 4**

- Distribution
- Printing

**Mail Inserts. . . . . p. 5**

**Social Media Support. . . . . p. 5**

**Annual Advertising . . . . . p. 5**

**Database Resources . . . . . p. 6**

- Mail list for post mailing
- Patron list for your event

**Marketing Services Order Form . . . . . p. 7**

To request marketing services, please submit a signed request form (found on page on page 7).

**IMPORTANT INFORMATION**

- **Marketing services will only be performed upon receipt of your signed event contract, regardless of when you request them. All timelines will begin only after we receive your signed contract, regardless of how early you may have requested your services, so please plan accordingly.**
- **All event posters and advertising must include the following information:**
  - ★ Event title
  - ★ Event date and time
  - ★ Event producer
  - ★ Event location (venue name and address)
  - ★ If ticket prices are listed, the Washington Center facility fee must be mentioned.
  - ★ For ticketed events, the box office phone number and washingtoncenter.org must be listed.
  - ★ Any age restrictions applicable to the event
- Do not use the Washington Center logo on your posters or advertisements. This helps distinguish between your events and the Washington Center presented season, and helps patrons understand which shows they can transfer tickets to.
- In the event that you do not have the Washington Center print your large box office poster, please be sure to pre-drill holes for hanging. See page 4 for placement.
- Other than the upcoming events list in the E-newsletter and an event entry on our website all marketing services, regardless of cost, must be requested using the order form.
- All prices and timelines in this packet are subject to change.
- The Washington Center reserves the right to charge additional fees for improperly formatted materials or requests that require customization at a rate of \$30 per hour, with a minimum of one hour.

**E-NEWSLETTER**

Our weekly E-Newsletter reaches over 23,000 patrons in our database. It features a list of upcoming events, and up to six featured events with direct sales links, small images, and a brief event description.

- Listing in our "Upcoming Events" calendar in our weekly e-newsletter . . . . . Free
- Featured spot in our weekly e-newsletter . . . . . \$50

**E-Newsletter Deadlines**

- The **Upcoming Events** list is created several days before the newsletter is delivered, based on the events currently on our website. Please allow at least one week after you have turned in your signed contract for events to appear online and on the upcoming events list.
- Newsletter features are assigned on a first-come, first-served basis, depending on available space. **Materials must be received by 5pm on the Wednesday prior to your feature date.** This includes your image, finalized copy, and event details.


Note: some months are busier than others, so we advise you reserve your date at least one month in advance.

**E-Newsletter Specifications:**

- **Text:** not to exceed 80 words. Please do not re-state your event title, date, or time in this text, as it will be listed above the paragraph. Use this space to describe your event.
- **Image:** 175px x 175px. Please submit images that are RGB and 72ppi. Acceptable file types include JPEG and PNG.

Note: we will not include links in the newsletter feature other than a direct sales link to your event.

**E-Newsletter Feature:**

	<p><b>Seattle Men's Chorus &amp; Seattle Women's Chorus: <i>Not In Our Town</i></b></p> <p><b>Saturday, March 17 7:30 PM</b></p> <p>The internationally renowned Seattle Men's Chorus and Seattle Women's Chorus comprise the largest community chorus organization in North America, and stand out as the largest LGBT-identified men's and women's choruses in the world. Don't miss the chance to see two of the Pacific Northwest's largest, most vibrant, and successful music organizations perform together on our Main Stage!</p>	<p><b>BUY NOW</b></p>
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**DEDICATED E-BLAST**

We will send an e-blast dedicated to your event to up to 5000 patrons. This e-blast can include up to three images, text that you provide, and a limited number of links.

- Send a dedicated e-blast about your event . . . . . \$150

**E-Blast Deadlines**

- E-Blast dates are assigned on a first-come, first-served basis, depending on available space. **Materials must be received at least 5 business days prior to your e-blast date.** This includes your image, finalized copy, and event details. Please fill out the E-Blast order form on page 8.

Note: some months are busier than others, so we advise you reserve your date at least one month in advance.

**E-Blast Specifications:**

- **Format:** Please choose **Layout 1, 2, or 3, as shown on the e-blast order form on page 8.**
- **Text:** Please provide unformatted text in a Word document, the body of an email, or typed into the form on page 8.
  - ★ DO: Proof your text for spelling, grammar, punctuation, and proper title formatting.
  - ★ DO NOT: Specify text size, color, font, or specific placement or formatting. We will format your e-blast to appropriately compliment your images and structure of our email software.
- **Links:** You may include up to three links in your e-blast. Please provide these links as **text** (not a hyper-link,) and let us know where you would like them to be hyper-linked in your e-blast.
- **Images:** Please submit images that are RGB and 72ppi. Acceptable file types include JPEG and PNG.
  - ★ Image A: 760 px wide, not to exceed 400 px tall.
  - ★ Image B: 350 px wide, not to exceed 400 px tall.
  - ★ If you do not have software to crop or format images, please email them to us at full resolution, and we will crop them appropriately.

**WEBSITE EVENT ENTRY**

Our website hosts nearly 500 visitors every day, and more than 50% of ticket sales are completed online. Engaging images and compelling event descriptions help successfully promote your event online. We will create for your event on our website after a signed contract is received. Once your event goes on sale, a direct sales link will be created, and added to that web entry.

- Web entry and direct sales link ..... Free

**Website Deadlines**

- We try to get your event online within a week of receiving your signed contract. You should provide your event description and images at the same time, or before your contract is submitted. Please provide the correct and full title of your event with your contract. If you cannot provide your event description before submitting a contract we will create an empty event entry for you, which only lists the title, date, venue, and producer of your event.

**Web Entry Specifications:**

- **Text:** Please provide a typed, clear description of your event. Use this space to describe the performance or list speakers that will interest patrons. This is also a good opportunity to clarify any unusual aspects of your event (VIP receptions, etc.)
  - ★ DO: Proof your text for spelling, grammar, and punctuation.
  - ★ DO NOT: Specify text size, color, font, or specific placement or formatting, as we cannot accommodate these requests.
  - ★ DO NOT: Re-state the title, time, or location of your event. This information is included elsewhere in the event entry.

Note: The only links we will include in your web entry are links to purchase tickets for your event, links to your own organization, or links to the website of a featured artist. We will not include links to sponsors, other events, or other outside companies.

- **Images:** Please submit images that are RGB and 72ppi. Acceptable file types include JPEG and PNG.
  - ★ Feature Image: 740 px wide by 405 px tall
  - ★ List Image: 310 px wide by 260 px tall
    - ♦ DO: Provide high-quality, compelling images that tell the story of your event.
    - ♦ DO NOT: Include text or logos in your images, as our mobile-responsive website may cut off portions of these images when displayed on different devices.

Note: The Washington Center reserves the right to edit any text or images submitted to be posted on the website.

**Additional information:**

- Requests to incorporate other images in the web entry, including but not limited to sponsor logos, will be evaluated on a case-by-case basis and may incur a customization fee.
- Your web entry will list the top-level prices for each pricing tier, and a note about available discounts and the \$3 facility fee.

**Producer Logo:**

- If we do not have a greyscale version of your organization's logo on file, please send one with your web description and images. We will use this logo on our sales page to identify you organization. Please submit logos with a transparent background.

**Event Entry and Feature Image:**

The screenshot shows a mobile-responsive event entry. At the top, it says 'SATURDAY, MARCH 10 AT 7:30 PM'. The main title is 'HARMONY SWEEPSTAKES A CAPPELLA FESTIVAL'. Below the title, it says 'Presented By: Masterworks Choral Ensemble' and 'Location: Washington Center Main Stage'. There is a large feature image of a person singing into a microphone. A 'BUY TICKETS' button is visible. Below the image, there is a short description: 'Always a hot ticket, MCE has hosted this Pacific Northwest regional a cappella competition for decades. The winner of tonight's sing-off moves on to compete at the Nationals. You'll hear the tightest harmonies and cooler beat-boxing, and see the smoothest dance moves - all styled around great love songs and classic gems. The 2017 champions, Renegade Quartet, return to host this evening of rousing a cappella.' There is another 'BUY TICKETS' button. A 'DETAILS' section follows with fields for DATE (Saturday, March 10), TIME (7:30 pm), VENUE (Washington Center Main Stage, 512 Washington St SE, Olympia, WA 98501 United States), and COST (Tickets: \$26, Senior/Military/Student/Youth and Group). A 'SHARE' button with social media icons is in the top right.

**Event List Image:**

The screenshot shows a mobile-responsive event list for 'APRIL 2018'. On the left is a navigation menu with 'All Events', 'Events Calendar', 'Accessibility', 'Box Office Information & Help', 'The Washington Center Presents', 'Artistic Partners', 'Our Gallery', and 'Plan Your Visit'. The main content area shows a list of events. The first event is 'SILENT MOVIE SERIES: CHARLIE CHAPLIN SHORTS' on 'SUNDAY, APRIL 15 AT 2:00 PM'. It includes a small image, a 'BUY TICKETS' button, and a 'LEARN MORE' button. The second event is 'WASHINGTON CENTER VOLUNTEER TRAINING' on 'WEDNESDAY, APRIL 18 AT 6:30 PM'. It includes a small image, a 'BUY TICKETS' button, and a 'LEARN MORE' button. The third event is 'PINK MARTINI' on 'SATURDAY, APRIL 21 AT 7:30 PM'. It includes a small image, a 'BUY TICKETS' button, and a 'LEARN MORE' button. The fourth event is 'OLYMPIA SYMPHONY ORCHESTRA: COMING FULL CIRCLE' on 'SUNDAY, APRIL 22 AT 7:00 PM'. It includes a small image, a 'BUY TICKETS' button, and a 'LEARN MORE' button. A 'MONTH VIEW' button is in the top right.

## POSTER DISTRIBUTION

We have staff who can hang and distribute up to 100 posters for you in the south Puget Sound area. The optimal size for these posters is 8.5" x 14".

- Legal-sized poster distribution in the south Puget Sound area ..... \$18/hour

Note: We are not responsible for any posters that are removed or destroyed once they have been delivered to any location. A list of locations is available upon request.

### Poster Distribution Deadlines

- We recommend dropping off posters for distribution approximately 6 weeks prior to your event. They will be hung starting 1-2 weeks after you deliver them, depending on the timing of your event.

## POSTER PRINTING

- 8.5"w x 14"h Legal-sized Poster ..... \$50/100 posters
- 32"w x 18"h Box Office Poster ..... \$40 each

### Legal-Sized Poster Deadlines

- Please send poster files to [marketing@washingtoncenter.org](mailto:marketing@washingtoncenter.org) at **least one week before you would like to pick up your posters**. For files over 2MB in size please use a file sharing service, such as DropBox. If you are emailing us a link directly from a file sharing service, please let us know it is on it's way, as these automated emails are sometimes flagged as junk by our system. You may also deliver your poster file on a flash drive if you prefer.\*

### Legal-Sized Poster Specifications

- **File:** All files must be formatted for CMYK printing, and 300ppi. Acceptable file types include PDF and JPEG.
- **Size:** 8.5"w x 14"h, with a **blank .25"** margin.

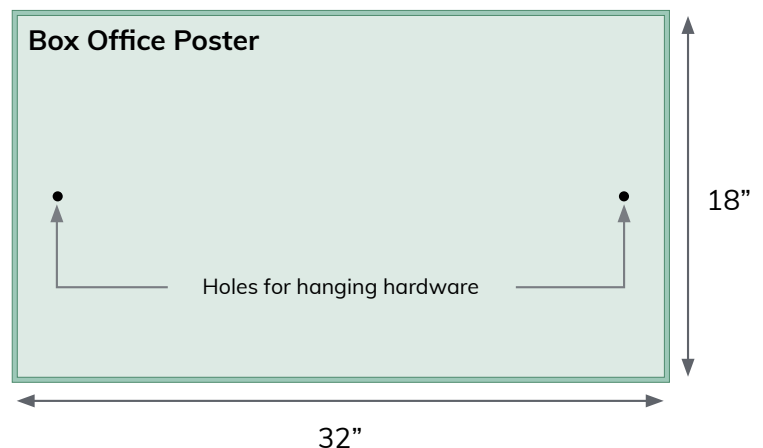
Standard posters will be printed in-house. We do not have borderless printing capabilities, so please **leave a .25" margin** around your poster image in order to prevent text and images from being cut off.

### Box Office Poster Deadlines

- Please send us your print-ready file at least 6-8 weeks prior to your event. Posters usually take 2 weeks for printing and delivery, but the timeline is subject to the printer's schedule.\*

### Box Office Poster Specifications

- **File:** All files must be formatted for CMYK printing, and 300ppi. Acceptable file types include PDF and JPEG.
- **Size:** 32"w x 18"h, with .125" bleeds on all four sides. (Final document size should be 32.25" x 18.25")
- **Note:** Hanging hardware requires holes in this poster, located 9" from the top and 2" in from each side. Holes are approximately 1/4" in diameter. Please refrain from placing important information in this area. If you are not getting your poster printed through our printer, holes must be pre-drilled.



**\*Important: Please plan ahead. We will request that you fix and re-submit incorrectly formatted files, or files with incorrect information. We will not fix your files in-house.**

**TICKET MAILING INSERTS**

We mail tickets to patrons every day, and can include a small ad for your event in that mailing. You may provide pre-printed inserts, or we can print them for you.

- Ticket mailing insert printing . . . . . \$25/200
- Ticket mailing insert inclusion . . . . . Free

**Mailing Insert Deadlines**

- We will begin including your mail inserts in our daily mail as soon as you deliver them. Depending on how many shows we have in the month preceding your event, it is wise to plan accordingly—months with very few ticketed events will not use as many mail inserts as months with many ticketed events.
- If we are printing your mail inserts for you, please allow 3-4 days after you send us the files for printing and cutting of the inserts before they will be included in our daily mail.

**Mailing Insert Specifications**

- If you are providing pre-printed mail inserts, please provide them in a size that fits a standard #10 envelope without folding. Inserts must be pre-cut to the appropriate size.
- If we are printing your mail inserts please provide a file that is 8”w x 2.25”h. This file must be formatted for CMYK printing, and 300ppi. Acceptable file types include PDF and JPEG.

**SOCIAL MEDIA SUPPORT**

We will help you promote your Facebook event by sharing it on our page up to 5 times.

- Facebook event shares . . . . . Free

**Facebook Share Timeline**

- Provide a list of up to 5 dates when you would like us to share your Facebook event, and we will do our best to share it on that date. Because we promote many events on our Facebook page, and do not want to oversaturate our Facebook followers, we may defer sharing your event for a day to two. This helps us ensure that your event is not lost in a sea of other event shares.

**Notes on Social Media Support**

- Please do not send us co-hosting requests for events. Because we curate a separate Washington Center season, we will only “host” Washington Center events or Co-Produced events. This allows us to differentiate between rental and season events, which can help provide clarity for our patrons regarding ticket exchanges and policies.

**ANNUAL ADVERTISING\***

We feature an Artistic and Community Partner page in the Washington Center season brochure each year. The brochure is published in early June, and features a list of your events and a brief organization description.

- Inclusion in the Artistic and Community Partner page in season brochure . . . . . Free

Playbill ads are a great way to advertise to patrons already attending events in our facility. Our annual playbill is published in late summer preceding the season’s launch.

- Full Color Full Season playbill ad (Design not included) . . . . . \$200-\$2850

**Brochure Inclusion Deadlines and Specifications**

- We will reach out to our artistic and community partners in the spring before publishing our brochure. You will have the opportunity to provide a brief description of your organization (50 words or less) and a bulleted list of events in your coming season.

**Playbill Advertising Deadline**

- Playbill ads are due in the beginning of August before the season begins. Please request a playbill advertising form in the summer before your season begins for specific due dates, prices, and deadlines.

*\*These opportunities are only available once each year, so please plan ahead.*

## PATRON DATABASE RESOURCES

After your event we can provide you with a list of the patrons who attended and have not chosen to be removed from mailing lists. If you would like to reach out to a curated list of Washington Center patrons before your event, we can email\* a list of addresses to the mailing house of your choice. The privacy of our patrons is important to us, and the information they give to us is treated with care. We use the information provided to operate our organization, provide patrons with the products we offer, and to reach out from time to time to let them know about upcoming events. Patrons may opt out of this process.

- Post-Event patron list ..... Free
- Mailing list for a post mailing ..... \$50 plus \$.05 per record

### Post-Event Patron List

- Please request this list from the box office manager directly. It will be emailed to you as an excel file within one week of your event. This list will include the purchaser’s name and mailing address.

**Important:** You are not permitted to use this information for anything other than promotion of a future event. You may not share, sell, or otherwise distribute this list. Should you fail to follow these restrictions the Washington Center reserves the right to refuse you access to any future lists.

### Postal Mail List Details

- Please fill out the Mail List Agreement in order to request your mailing list. You must specify a quantity, and designate a mail house and their contact information so that we can send this list directly to them. We will not provide this list directly to your organization.

\*The Washington Center can provide you with printed labels for you to adhere to postcards or envelopes for a mailing. This option will incur an additional fee to pay for the materials, and must be discussed in advance. Please allow extra time for this option.

- Mailing lists will be emailed to your designated mail house 1-2 weeks after we receive your signed mail list agreement form. Please plan your timeline accordingly.

Event Name and Date \_\_\_\_\_

Organization Name \_\_\_\_\_

Marketing Contact \_\_\_\_\_

Phone \_\_\_\_\_ This is my  cell  work  home

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## SELECT YOUR SERVICES:

Email Outreach	Qty	Unit Price	Total	Notes
E-Newsletter Feature		\$50		Dates:
Dedicated E-Blast (You must also fill out a mailing list request form for each eblast.)		\$150		Dates:

Poster Services	Qty	Unit Price	Total	Notes
Box Office Poster printing		\$40		
Legal Poster Printing		\$50/100		
Poster Distribution		\$18/hour		

Mail Inserts	Qty	Unit Price	Total	Notes
Mail Insert printing		\$25/200		

Other	Qty	Unit Price	Yes	Notes
One-Time use Mailing list		\$50 +\$.05/record		You must also fill out the mailing list request form.
Mail Inserts (provided by you)	Yes, I will provide mail inserts:			
Social Media Shares	Yes, I will send links to be shared on social media:			Dates:
Patron list after your event	Yes, I would like a list of the patrons who attended my event:*			List only includes patrons who have not opted out of mailing lists.

<b>Total:</b>		Poster distribution will be added upon settlement.
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### WCPA Use Only:

Recv'd: \_\_\_\_\_ Notes: \_\_\_\_\_

To NG: \_\_\_\_\_

Materials Recv'd: \_\_\_\_\_

Materials Recv'd: \_\_\_\_\_

Materials Recv'd: \_\_\_\_\_

**Please fill out the following information:**

Subject line for email: \_\_\_\_\_

Email body paragraph one:

Email body paragraph two:

Links to include (limit three):

\_\_\_\_\_

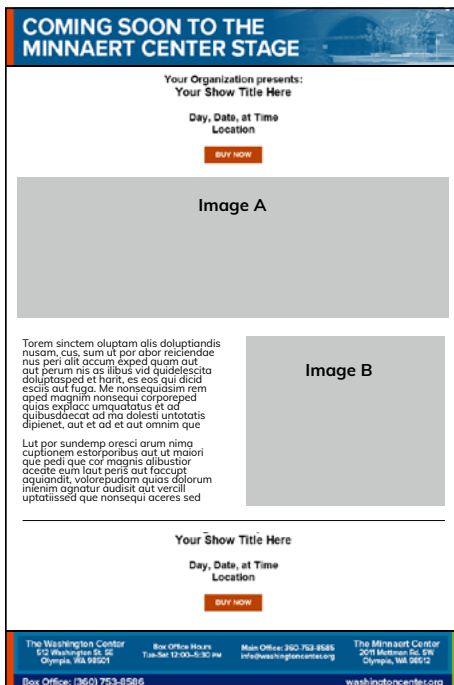
\_\_\_\_\_

\_\_\_\_\_

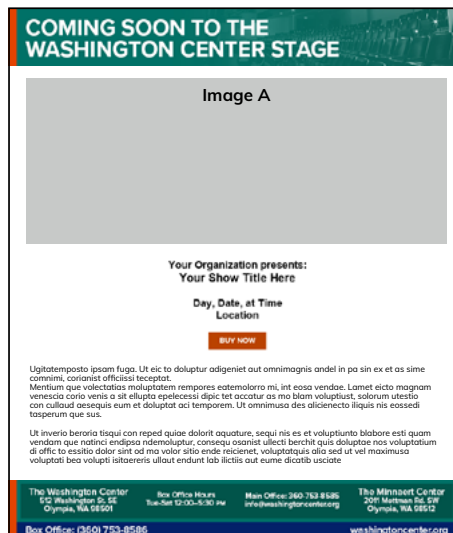
Guidelines for your targeted email list (ie: patrons who have attended specific performances or genres)

Choose a Layout below:

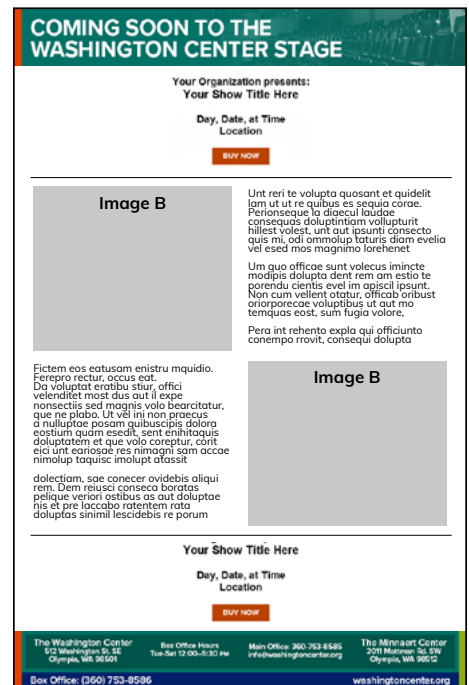
**Layout 1**



**Layout 2**



**Layout 3**



**Image A:** 760 px wide, not to exceed 400 px tall, RGB and 72ppi.

**Image B:** 350 px wide, not to exceed 400 px tall, RGB and 72ppi.

**ALL MATERIALS MUST BE RECEIVED AT LEAST 5 BUSINESS DAYS PRIOR TO YOUR E-BLAST DATE.**