

Considering Your Marketing Copy - a quick guide

Show Title	
Company/ Artists Name (not Producer)	
Full length copy (for website - 200 words approx.)	<p>What is the show? (Family, dance, theatre, circus, cabaret etc.)</p> <p>What's the show about? (Explaining the idea to your audience)</p> <p>Who has made the show? (A bit a about the company/artist – approx. 50 words)</p>
Brief copy (this will be used in print - 30 words approx.)	In a nutshell...
Production and funding credits (web only)	
Age suitability of show	Also include any other information that is important for the audience. For example; Strobe Lighting? Nudity? Violent content? etc.
Duration of show	
Company website address	
Images Please attach hi res images to your email. If you have a preferred image, please specify. Several images can be used on our website. Plus photo credit if you would like this included.	Ideally we would want at least 3 good quality images. (JPG/PNG format in a high resolution).
Press Quotes One quote of up to 20 words can be included in our brochure. Additional quotes and reviews are used on our website.	We like to display between 3- 5 reviews on our review tab, with them being a couple of sentences max.
Additional info Do you have a marketing pack?	<p>Additional info that is useful for us: -</p> <p>Who is your target audience?</p> <p>What are the selling points of your show?</p> <p>What's the inspiration behind it? (So we have a better idea of cross over marketing)</p>
Video YouTube clips can be included on our website, please provide links if you have any clips you would like us to use (trailers, interviews etc.).	Trailers – ideally between 15- 30 seconds in length. Send us an original file to embed into our listing/social media platforms.
Twitter and Facebook links	
Additional photos Do you have any additional production shots or rehearsal photos that we could use on Flickr/Facebook?	
Marketing contact details:	