

## **MARKETING REQUIREMENTS**

Please supply the below via a DropBox or Google Drive link.

### **Images:**

Images will be printed up to A0 size, please supply without overlaid text or graphics

- Minimum 3 hero images hi-resolution, at least one portrait and one landscape

### **Copy:**

- Show title
- Presenter billing (and any specifications as to how this should appear in relation to your show title)
- Show copy for marketing purposes: short – 50 words, long form – 200 words
- Quotes from reviews and/or clean copies of reviews
- Any awards or accolades of note
- Performance history
- Audience warnings
- Duration/interval

### **Video:**

- High quality video footage, 30 sec to 1 minute length
- Vox pops

### **Credits:**

- All artist/creative credits and billings
- Full logo pack for each organisation/funding bodies
- Logos to be supplied in full colour, one colour & monochrome options (if applicable)

### **Supporting Documents:**

- Bios & headshots for artists/creatives
- Production stills
- Rehearsal images
- Sample media release
- Links to website, YouTube or social media

### **Acknowledgement Requirements:**

- Any marketing collateral produced by the Producer to include Gasworks Arts Park and City of Port Phillip logos, by-line “City of Port Phillip is a major supporter of Gasworks” (space permitting), and to be sent to the Presenter for proofing