

# RIVERSIDE THEATRES MARKETING GUIDE 2022

This guide contains various options available to you for the promotion of your event. Riverside Theatres' in-house marketing team can provide some advice and support for your marketing campaign.

## MARKETING REQUIREMENTS

### ARTWORK

The following details must be included on all artwork along with Riverside's logo.

Riverside Theatres  
Cnr Church & Market Sts, Parramatta  
Book Now 02 8839 3399  
riversideparramatta.com.au



[Click here](#) to download a copy of this information and our logo to include on your marketing materials. To download high res versions of our logo, please [click here](#).

All marketing materials must be emailed to Riverside's marketing team at [marketing\\_riverside@cityofparramatta.nsw.gov.au](mailto:marketing_riverside@cityofparramatta.nsw.gov.au) for approval. Please allow at least 3 business days for processing.

## PRICING

Under the [Competition and Consumer Act 2010](#), all advertised ticket prices must be the total ticket price (including booking fees and GST). For example, if your ticket is \$50 per ticket and the booking fee is \$5.50, then the ticket price is advertised as \$55.50.

Riverside charges a standard fee per transaction (regardless of number of tickets purchased.) The fees are:

\$4.60 for all stage events & \$1.65 for all cinema events.

To comply with the law, you must now state the breakdown of transaction fees on all marketing materials if you include the ticket prices. We recommend that you do not include ticket prices on your materials. Where ticket prices are mentioned, you must state the disclaimer \*Transaction fees apply.

## CLASSIFICATIONS AND ADVICE

You are responsible for promoting notices about your event. Such notices may include:

Contains smoke	Contains strobe lighting
Contains loud noises	Contains coarse language
Contains nudity	Any other trigger warnings

Film screenings at Riverside must be classified, or have been granted an exemption for Film Festivals and Community Screenings. This classification must be included on film related marketing materials. For example, a film rated M would have this logo on its materials:



[Click here](#) to visit Australian Classifications for more information.

## RIVERSIDE WEBSITE AND E-COMMUNICATIONS

### WEBSITE & ARTWORK

Your event at Riverside will be included on the Riverside website free of charge. Please provide:

<b>Text</b>	1 Tagline – A line that best describes your show – 10 words max.
	Web Copy – 150 – 200 words
	ENews short story copy 30 – 40 words
	Facebook post – 100 words max (up to 3 variations)
	Instagram post – 50 words max (up to 3 variations)
	Social media links, hashtags and handles of key people involved
	Review quotes from previous performances
	Multimedia links such as video trailers (preferably with an end card that relates to your Riverside show) Youtube & Vimeo links preferred.
	Any additional information about the production
<b>Graphics</b>	A High res version of the <b>hero image</b> (300dpi) and physically no smaller than 15cm on the shortest edge.
	Using your main marketing image, create the following images sizes and supply as jpegs, 72dpi (no text or logos): <ul style="list-style-type: none"> <li>• 960px (w) x 295px (h) – <b>Web Banner</b></li> <li>• 180px (w) x 200px (h) – <b>Thumbnail</b></li> <li>• 250px (w) x 250px (h) less than 100KB in size – <b>Ticketing Thumbnail</b></li> <li>• 1200px (w) x 1200px (h) – <b>Instagram</b></li> <li>• 1200px (w) x 628 (h) – <b>Facebook</b></li> </ul> <p><b>Additional Assets:</b></p> <ul style="list-style-type: none"> <li>• 763px (w) x 340px (h) – <b>Website Slider</b> - with the title and date range</li> <li>• 1920px (w) x 1080px (h) 96 dpi– <b>Digital Poster Landscape</b> - with the title, date range &amp; Riverside logo, attached to the bottom right hand corner.</li> <li>• 1080 (w) x 1920 (h) – <b>Digital Poster Portrait</b> - with the title, date range &amp; Riverside logo, attached to the bottom right hand corner.</li> <li>• Additional production images if available, high res.</li> <li>• Cast and Creatives headshots and bios.</li> </ul>
	Your <b>business and stake holder logos</b> – 80px (h) x maximum 260px (w), .png files with a transparent background only.
	Additional images (if available) – High res versions – same specs as the main marketing image, plus 1200px (w) x 628px (h), jpeg
<b>Please Email to: <a href="mailto:marketing_riverside@cityofparramatta.nsw.gov.au">marketing_riverside@cityofparramatta.nsw.gov.au</a> with a Dropbox, Google Drive or Wettransfer link.</b>	

Events are only added to the website once all contracts have been received and signed, Box Office build forms completed and the above materials provided. Please allow a minimum of 3 business days from this time, for your show to be added to the website.

## **E-NEWS TO RIVERSIDE PATRONS**

Your event may be included in one of our monthly e-communications in the month leading up to the event. Please note we will do our best to accommodate this, but it is not always possible due to the high volume of events we have to promote.

Other opportunities may also present themselves for eNews inclusion and we will do our best to include your event where possible.

## **SIGNAGE & DISPLAY**

### **DIGITAL POSTERS**

We have a number of rotating digital screens around the building for digital posters. Digital posters are displayed in event date order and the digital screens scroll through the posters for all the events at Riverside. Depending on how many events are being promoted at the theatre, your poster may appear on the screens from one month and two weeks prior to your event. Please provide the artwork for your poster as stated in the above artwork guidelines. If your event is touring, the poster artwork may only contain information for the event at Riverside.

### **PRINTED POSTERS, PULL UP BANNERS AND OTHER FOYER SIGNAGE**

We are currently not accepting any printed materials to be displayed in the foyer. This is subject to change pending changes in our Covid Safety plan. We cannot accommodate printed posters, pull up banners or other foyer signage of any size.

We are committed to trying to lower our carbon footprint, so printed signage will be kept to a minimum.

## **RIVERSIDE QUARTERLY BROCHURE**

Each quarter we produce a brochure which is mailed out to patrons, distributed through various channels and available in Riverside's foyer. Your event may have the opportunity to be included in this brochure. All materials for this must be provided by the deadline, otherwise we won't be able to accommodate your event. A marketing team member will be in touch if this is a possibility for you.

## **PUBLICITY**

If you are looking to contract a publicist for your production, Riverside recommends Kabuku PR (9690 2115 or [kabukupr@kabukupr.com.au](mailto:kabukupr@kabukupr.com.au)). Riverside does not supply media lists. You will need to budget a minimum of \$3500 for a publicist.

## **SOCIAL MEDIA TAGS**

Please create a Facebook event and invite Riverside Theatres to be a co-host. Send the link for the Facebook event to [marketing\\_riverside@cityofparramatta.nsw.gov.au](mailto:marketing_riverside@cityofparramatta.nsw.gov.au) so we can add it to your webpage.

Please tag Riverside Theatres in your social posts for the opportunity of re-sharing:

<b>Facebook</b>	@RiversideTheatres
<b>Instagram</b>	@riversideparra
<b>Twitter</b>	@RiversideParra
<b>Hashtags:</b> #RiversideParra #Parramatta #WesternSydney	

## **RIVERSIDE CONTACT DETAILS**

### **Riverside Marketing**

02 8839 3399

[marketing\\_riverside@cityofparramatta.nsw.gov.au](mailto:marketing_riverside@cityofparramatta.nsw.gov.au)

Please send all large files via an external provider such as We Transfer, Google Drive or Dropbox.

### **RIVERSIDE DELIVERY DETAILS**

All materials being distributed by Riverside Theatres should be delivered to:

Riverside Theatres

ATTN: Marketing

Cnr Church & Market Streets

Parramatta NSW 2150

### **RIVERSIDE POSTAL ADDRESS**

Riverside Theatres

ATTN: Marketing

PO Box 3636

Parramatta NSW 2124

## **RIVERSIDE MARKETING CONDITIONS**

Any misprinting of materials is at the full cost and risk of the hirer. Riverside has the right to refuse display of any marketing materials deemed inappropriate or that do not adhere to the marketing guidelines. Riverside does not provide marketing support for events which are not ticketed through the Riverside Box Office.

There may be additional marketing opportunities available to you depending on the volume of events we have to accommodate at the time. We will do our best to help promote your event where possible. A list of additional marketing opportunities and associated costs can be emailed to you by our marketing team on request.