



RIVERSIDE THEATRES MARKETING GUIDE

This guide contains various options available to you for the marketing of your event. Riverside Theatres' in-house marketing team can provide advice and support for your marketing campaign. . The earlier you are prepared with your marketing materials the more opportunities are available to you.

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 8839 3399 or riversideparramatta.com.au	
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[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 for approval. Please allow 2 business days.

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 the following transaction fees per transaction (regardless of number of tickets purchased).

Phone \$4.60, Web \$3.60, Counter \$2.60, Cinema \$1.65

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.

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	

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. For additional advice, please contact our Program Assistant, Elizabeth Kleinberg on 8839 3309 or EKleinberg_Riverside@cityofparramatta.nsw.gov.au

RIVERSIDE WEBSITE AND E-COMMUNICATIONS

WEBSITE

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

Text	100+ word description about your event
	Multimedia, social media links and/or hashtags (if available)
Graphics	High res version of the main marketing image (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"> • 960px (w) x 295px (h) • 180px (w) x 200px (h) • 250px (w) x 250px (h) • 300px (w) x 300px (h) Click here to download a pack with these images sizes.
	Logos – 80px (h) x maximum 260px (w), png with a transparent background
	Additional images (if available) – High res versions – same specs as the main marketing image, plus 1200px (w) x 628px (h), jpeg
	Email to: marketing_riverside@cityofparramatta.nsw.gov.au

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

EDMS TO RIVERSIDE PATRONS

We will automatically include your show in at least one e-communication prior to your event if the Riverside database is relevant. Other opportunities may also present themselves for EDM inclusion and we will do our best to include your event where possible.

SIGNAGE & DISPLAY

DIGITAL POSTERS

We have a number of 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 will appear on the screens between one month and two weeks prior to your event. Please provide the artwork for your poster. If your event is touring, the poster artwork may only contain information for the event at Riverside.

Graphics:	Supply as 96dpi jpeg <ul style="list-style-type: none">• 1080px (w) x 1920px (h)
Email to: marketing_riverside@cityofparramatta.nsw.gov.au	

FOYER DL FLYERS

We are happy to display DL-size flyers (vertical orientation preferred) in our foyer to help promote your event. Please provide up to a maximum of 500 flyers. Remember, your flyer artwork must be approved prior to printing.

PRINTED POSTERS, PULL UP BANNERS AND OTHER FOYER SIGNAGE

We cannot accommodate printed posters, pull up banners or other foyer signage of any size.

RIVERSIDE PROGRAM

Each quarter Riverside Theatres produces a program which is mailed to patrons, distributed through various channels and available in the foyer. All relevant events held at Riverside will be included in the appropriate season program, provided we have materials for the show before the program deadlines each quarter

PUBLICITY

If you are looking to contract a publicist for your production, Riverside recommends Kabuku PR (9690 2115 or 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

We encourage you to create a Facebook event and invite Riverside Theatres to be a co-host. Please send the link for the Facebook event to marketing_riverside@cityofparramatta.nsw.gov.au so we can add it to the webpage. We advise that you create posts on Facebook and other social media networks you are on and use paid Facebook advertising to reach your target audience. Please tag Riverside to increase your reach:

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

RIVERSIDE CONTACT DETAILS

Riverside Marketing

8839 3364 or 8839 3376

marketing_riverside@cityofparramatta.nsw.gov.au

Please send all large files via an external provider such as Hightail, We Transfer 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.

CHECKLIST

	Yes/No
Have you got the Riverside logo for your marketing materials?	
Have your marketing artwork materials been approved by Riverside?	
Have you given us everything we need to list your event on our website?	
Have you supplied a digital poster to be displayed at Riverside?	
Have you supplied Riverside with up to 500 approved flyers for the foyer?	