



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.

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



[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 48 hours (excluding weekends).

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)
	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) 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, 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.

ADDITIONAL WEBSITE OPTIONS

In some cases, we are able to display your event in the rotating slideshow on the homepage of our website. Please provide:

Graphics	Using your main marketing image, create artwork with the event name and dates only, and supply as jpeg, 72dpi: <ul style="list-style-type: none"> • 763px (w) x 340px (h)
Email to: marketing_riverside@cityofparramatta.nsw.gov.au	

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 and relevant.

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.

CENTRESTAGE MAGAZINE

Each quarter Riverside Theatres produces a magazine called CentreStage (total printed 15,000). Autumn, Winter and Spring (but not Summer). The magazine is mailed to 8,000 patrons and 2,000 are distributed across the metropolitan area and locally, with the remainder displayed at Riverside. We offer two sizes of ads:

Half page ad	195mm (w) x 136.5mm (h), 300dpi, PDF	\$450+GST
Full page ad	195mm (w) x 282mm (h), 300dpi, PDF	\$750+ GST
If you are interested in being included please email marketing_riverside@cityofparramatta.nsw.gov.au for deadlines and ad space availability.		

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 recommend that you create a Facebook event page for your event and add Riverside Theatres as a co-host. 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
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

All prices noted in this marketing guide are correct as at 1/9/18. Prices are subject to change without notice. The marketing opportunities outlined are ONLY for shows that will be held at Riverside Theatres. 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?	
Would you like your event to be included in CentreStage magazine?	