

Laycock Street & Peninsula Theatres

Marketing Questionnaire

SHOW DETAILS

Name of Show (NB This should be the EXACT title as it is to appear in all marketing material)	
Name of Producing Company (NB This should be the standard company credit as it is to appear in all marketing material)	

MARKETING DETAILS

Centre Stage Insertion	<p>This triennial publication is distributed to the Laycock Street Theatre mailing list and key external agencies. Your listing will include title, booking details, ticket prices and a short promotional description (100 words). A key image for your production may appear if space allows.</p> <p>Publication in Centre Stage incurs a charge of \$50 per placement.</p>	<p>Do you wish to take up this offer?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If "yes" please send an image of at least 300dpi for promotional use to:</p> <p>jan.wells@gosford.nsw.gov.au</p>
Promotional Text Please enter a description of your event or performance, or send as an email to jan.wells@gosford.nsw.gov.au of up to 500 words maximum. Some of your description may be edited for use in the Theatre's Centre Stage brochure or reproduced on our website for general publicity purposes <i>...continues overleaf</i>		

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Website	Would you like your event to be advertised on the Venue's website? <input type="checkbox"/> Yes <input type="checkbox"/> No
Postal Address For marketing materials	The Marketing Officer Laycock Street Theatre PO Box 21, NSW 2250

VENUE IDENTITY

Please ensure the contact details are presented as follows:

Bookings ph. **43 233 233** or online at **www.laycockstreettheatre.com**

The venue name – "**Laycock Street Theatre**" - must not be abbreviated or altered in any way.

You are required to include the Laycock Street Theatre logo as it appears on the title page of this document on all promotional material. This can be obtained through contacting the Marketing Officer on 4323 7299.

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MARKETING CONTACT DETAILS

Please complete:

Contact Person			
Phone		Fax	
Mobile			
Email Address			

RECOMMENDED AGE GROUP

Please tick the group/s most appropriate to your production demographic(s)

Preschoolers	<input type="checkbox"/>	Children 6 – 12 years old	<input type="checkbox"/>	Children 13 – 18 years old	<input type="checkbox"/>
18 – 35	<input type="checkbox"/>	36 – 50	<input type="checkbox"/>	50 +	<input type="checkbox"/>
School groups	<input type="checkbox"/>	18 + ONLY	<input type="checkbox"/>	Other _____	<input type="checkbox"/>

PATRON WARNINGS

Please tick any of the following warnings appropriate to your production

Strong Language	<input type="checkbox"/>	Nudity	<input type="checkbox"/>	Explicit Sexual Scenes	<input type="checkbox"/>
Possible sightline restrictions	<input type="checkbox"/>	Fog/smoke/hazer effects	<input type="checkbox"/>	Pyrotechnics	<input type="checkbox"/>
Strobe	<input type="checkbox"/>	Loud noises	<input type="checkbox"/>	Other _____	<input type="checkbox"/>

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MARKETING ASSISTANCE

Please refer to the Gosford City Theatres' Fees and Charges document. Please indicate which of the following marketing services you will require:

Image and production details listed on the www.laycockstreettheatre.com website		
A3 sized poster in the theatre foyer – portrait orientation only <i>Poster must be professional quality and approved by the marketing officer. Note that posters larger than A3 or in landscape orientation cannot be displayed.</i>		
Inclusion in monthly listing distribution to regional media and websites		
Distribution of flyers <i>A fee will be charged for overprinting.</i>	Up to 1000	
	1000+	
Distribution of posters <i>A fee will be charged for overprinting.</i>	Up to 15	
	15+	
Inclusion in "Centre Stage" - the theatre's triennial newsletter <i>"Centre Stage" is a full-colour, 8-page, A4 publication distributed to the theatre mailing list and monthly business-to-business offsite distribution.</i> <i>Editions: January to April, May to August, September to December.</i> <i>Deadlines for copy: November 1, March 1, July 1</i>		
Mail-out insert – inclusion of your DL flyer in the newsletter mail-out envelope <i>Flyers (x 13,000) to be supplied by hirer</i>		
Email to customer database <i>Emails are targeted to audiences according to production genre.</i>		
Promotion on television screen in foyer	For two weeks	
	For four weeks	
External billboard <i>Billboard mounted to the front of the theatre building (highway facing). Subject to availability, at the discretion of the Marketing Officer. For dimensions please contact the Marketing Officer.</i>		
Placement of newspaper advertising in the Central Coast Express Advocate <i>Artwork to be supplied as pdf. Standard size 13cm X 9cm. Alternate sizes are available. Contact the Marketing Officer for a quote.</i>		