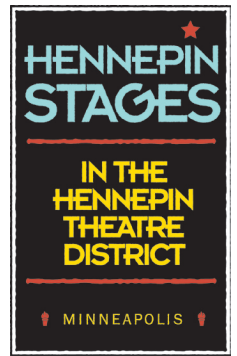


MARKETING & PUBLICITY



CAPABILITIES FOR HENNEPIN STAGES PRODUCTIONS

The scope and diversity of Hennepin Theatre Trust's programming at the State, Orpheum, Pantages and Hennepin Stages Theatres puts us in a unique position to offer unmatched marketing and publicity support to productions on any of our five stages.

Our ability to leverage media contracts and relationships on behalf of your show will give you more bang for the buck and promotional support that would otherwise most likely be out of reach.

Here are just some of the services we can provide to raise the visibility of your project and help make your event a resounding success:

MARKETING

- Custom designed marketing campaign & budget allocation
- Media advertising placement: television, radio, print, online & street at Hennepin Theatre Trust contract rates
- Graphic design for print ads, collateral, signage and online art
- Pursuit of ticket trade and promotional support
- Inclusion of pre-sale offers to Hennepin Theatre Trust patrons
- Distribution of promotional materials & special offers via Hennepin Theatre Trust's extensive database

PUBLICITY

- Write, send and follow-up on press releases
- Pitch feature stories to major television, radio, print and online press
- Image distribution to all media outlets
- Inclusion in Hennepin Theatre Trust Online Press Room
- Inclusion in Quarterly Calendar email
- Submission to print and online listings
- Pursue reviewers and assist press on opening night

COST

Marketing and publicity costs will vary depending on the size of the production/event and the services provided. A standard 15% commission is charged for all media advertising placements (print, television, radio & online), and flat rate charges apply for such things as graphic design and collateral distribution.

For additional information about Hennepin Theatre Trust's marketing and publicity services, please contact Carl Lee, Director of Marketing and Communications: 612.373.5647 or carl.lee@hennepintheatretrust.org.