

MARKETING & PUBLICITY



SUPPORT OPTIONS— NEW CENTURY THEATRE PRODUCTIONS

Hennepin Theatre Trust's substantial professional expertise promoting the diverse and broad variety of programming at the Orpheum, State and Pantages Theatres puts us in a unique and advantageous position to offer high quality marketing and publicity support for events at the New Century Theatre.

Our nationally and locally experienced staff may be contracted to assist in the success of productions on any of our stages, including the New Century, a flexible use venue which can seat up to 300 people. Our contacts and ability to leverage existing media relationships on your behalf can deliver promotional support that might not otherwise be attainable.

The following services are an example of what Hennepin Theatre Trust would be able to provide to raise the visibility of your project and help make your event a resounding success:

MARKETING

- Custom designed marketing campaign and budget allocation
- Media advertising placement: TV, radio, print, online and street visibility 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 and special offers via the Trust's extensive 250,000 member database
- Inclusion of your engagement on Hennepin Theatre Trust website

PUBLICITY

A customized plan appropriate to your event can be developed in consultation with you. It may include the following elements:

- Write, send and follow-up on press releases
- Promotional photo distribution to all media outlets
- Inclusion of materials and promotional images in Hennepin Theatre Trust Online Press Room
- Inclusion in Quarterly Calendar press email
- Inclusion in online *District Insider* newsletter which reaches 6000 subscribers.
- Event submission to print and online listings
- Pitch feature stories to major television, radio, print and online press
- Contact reviewers and assist with press management on opening night

COST

Marketing and publicity costs will vary depending on the size and complexity of the production/event and the services requested and provided. A standard 15% commission is charged for all media advertising placements (print, television, radio and online). Flat rates can be charged for services including graphic design and collateral distribution. Availability of publicity support and costs are contingent on the specific requirements of your event and scheduling.

For additional information about Hennepin Theatre Trust's marketing and publicity services, please contact:

Carl Lee, Director of Marketing, by calling 612.455.9520 or through email at carl.lee@hennepintheatretrust.org.

New Century Theatre is operated by

