

# 2022 RENTAL MARKETING GUIDE

## AUDITORIUM THEATRE

Please contact Director of Marketing and Communications Alex Cadice ([acadice@auditoriumtheatre.org](mailto:acadice@auditoriumtheatre.org)) to check benefit availabilities and create a marketing package specific to your needs. **Benefits must be requested. Availability is based on inventory and current resources.**

### Requirements for Event Producer

The Auditorium Theatre logo must be included in all marketing ads and materials produced for the event. The Auditorium must be provided with at least 3 business days for all approvals of branded materials.

- [Logos](#)
- [Theatre Photos](#)
- [Blurbs & Mandatory Language](#)

### Needed From You

All required assets and materials should be provided as soon as possible upon rental agreement, with each material being the most up-to-date and highest resolution as possible.

- Quotes
- Marketing blurb
- Logo (.png, .eps/.psd if possible too)
- Video (not mandatory, but if footage/b-roll is available, we will use it)
- Photos
  - Promotional pictures (High Resolution .png, file size = the bigger, the better)
  - Stage (live performance) shots
  - Appropriate headshots

Asset Placement	Asset Size	Included with Rental
Marquee	3900x8400	Yes
Facebook Event Cover Photo	1920x1005	Yes
Social Stories	1920x1080	Yes
Social Feed	1080x1080	Yes
Email Blast Photo	1200x800	Based on Availability
Website image	1920x1080	Yes
Social Boost	1080x10x80	At Client's Expense
Flyers	-	At Client's Expense
Exterior Posters	40" by 80" mounted on foam core	At Client's Expense (Per Availability)

### Benefits Free and Included in Your Rental

#### Website

Your event (if public) will have its own "performance" page, where we can include a photo, link and description (75-200 words). The Auditorium reserves the right to edit web copy for length and clarity with client approval. The dedicated show image should follow a 16:9 aspect ratio or be 1920x1080 with little to no text.

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Closer to your event date, your event **may** receive a presence on the Auditorium Theatre's homepage that features an image, the title and dates. The length of your homepage presence is determined by availability. Your event will also be featured in the upcoming events listing located on the homepage and throughout the site.

### Queue-It Waiting Room

For large on-sales, the Auditorium Theatre uses Queue-It, a virtual waiting room, to mitigate the influx of customers coming into our website. Queue-It creates a virtual waiting room on our website 15-45 minutes prior to the on-sale time. As soon as the on-sale time hits, everyone who is in the waiting room, as well as anyone who signed on AT the on-sale time, is randomly assigned a position in line. If someone logs on a minute past the on-sale time, they are placed behind anyone who logged in at the on-sale time or before.

### Email

- **Email Image Specs & Copy Requirements:** To be sent upon confirmation of e-blast dates.
- **Monthly Newsletter:** Newsletter sent out to our full list (120,000+) via our Upcoming Events section.
- **Dedicated Pre-Sale Email:** For events holding a pre-sale, a full list email will be sent with the access code.
- **Pre-Show Reminder:** Email detailing everything patrons need to know before attending the event.
- **Post-Show Email:** Email with surveys, opportunities and offers to be sent the day after the event.

### Social Media

Facebook	Twitter	Instagram	YouTube
22k followers	7.2k followers	4.7k followers	600 subscribers

As part of your rental, and based on availability, we can produce 1-2 general show postings on these channels. Most likely, they will be designed to be reused across each platform. As for YouTube, video assets will need to be provided by the renting company. We encourage clients to send us specific content (offers, news, etc.) they'd like us to share.

Additionally, as a part of your rental, the Auditorium Theatre will create a Facebook event for your event and add specified co-hosts. We will work to get the Facebook event up as quickly and close to the on-sale time as possible.

### Discounted Ticket Offerings

**At least 4 weeks' notice must be given to list your event on one or more of the following sites.** The client must also give exact quantities, prices and seat locations for each offer.

The Auditorium sometimes utilizes several third-party ticketing services for many of our shows in order to expand our reach. Additional costs apply; details are below. *Please note that discounted prices will still be inclusive of any facility fees. Additional ticket fees to the Auditorium Theatre may apply. All options below require at least two weeks notice to pursue.*

- **Torch:** We are able to offer 50% off to Roosevelt University staff members.
- **RU Alumni:** We are able to offer a discounted rate (typically 20% off) to Roosevelt University alumni.
- **Student Rush:** We are able to send (~3k) students an email with \$10-\$25 ticket offers the week of a show.
  - Additional University options include Columbia, UIC, DePaul and Northwestern.

### Electronic Marquees

The two 4'4" x 9'4" LED message centers in front of the Auditorium are available to display a slide for your show. Simple artwork or bright fonts on dark backgrounds display the best. Ida B Wells Dr is the most traveled street in the Loop with over 40,000 cars per day. The marquees are visible 24/7 to east and west-bound traffic. We will list your event on the marquee the week of your show as part of your rental.

### Upcoming Events

Upcoming events, as space allows, are featured on seasonal rack cards distributed to hotels and Auditorium partners, and in select advertisements in Auditorium Theatre programs.

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### Additional Benefits Available Upon Request

#### Email Blasts

All e-blasts have limited availability and must be confirmed in advance, preferably 2-3 months. **We require a minimum of 2 weeks notice.** We will not be able to accommodate requests submitted less than two weeks out of when you want the email sent. Copy and assets for these emails must be given one week in advance.

On top of the included emails, the Auditorium Theatre can assist with additional email options, with our full and targeted lists. The cost of said emails is dependent on the number and the audience.

#### Discounted Ticket Offerings

**At least 2-3 weeks' notice must be given to list your event on one or more of these sites.** The client must also give exact quantities, prices and seat locations for each offer.

The Auditorium sometimes utilizes several third-party ticketing services for many of our shows in order to expand our reach. Additional costs apply; details are below. *Please note that discounted prices will still be inclusive of any facility fees. Additional ticket fees to the Auditorium Theatre may apply.*

- **Goldstar** helps us reach a wider audience and occasionally includes our show listings in email marketing as space allows. They suggest offering a 40-50% discount. *Goldstar will charge client a 10% commission, and bill client directly.*
- **Hottix** is a platform we usually use the week of a show (you can put tickets on sooner than the week of) to move tickets at a 50% discount. They have weekly emails they can include your event in, space permitting. *HotTix charges \$.050 per ticket sold, and HotTix tickets will be reconciled at settlement.*

#### Exterior Posters

**At least two weeks' notice must be given to have ready for your desired start date.** All posters must be approved by the Auditorium Theatre.

The Auditorium Theatre has four (4) poster display boxes by the main entrance. Client may use the two center spots the day of show if requested. All poster costs are the responsibility of the client. Printing cost is approximately \$225-\$240, including delivery and tax. Delivery addressed to: Auditorium Theatre, Attention: Siobhan Townsend, 50 E Ida B Wells Dr, Chicago, IL, 60605.

<b>Bannerville USA</b>	bannerville.com	630-455-0304	Tom Sitowski tom@bannerville.com
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#### Flyers

For flying options, please see the below recommendations for local printers and distributors. Please contact us for coordinating any flying at the Auditorium Theatre prior to your event. All flyer costs are the responsibility of the presenter/promoter. Costs vary depending on size and quantity.

<b>direction tour Marketing</b>	directiontourmarketing.com	312-943-2202 (ext 221)	Micah Taylor micah@directiontouring.com
<b>Printworks</b>	chicagoprintworks.com	312-508-5289	Kyle Iriwn kyle@chicagoprintworks.com

#### Social Media

We have the ability to do paid boosted posts to expand our reach. An agreed-upon dollar amount would then be charged back to the client at settlement.