

KINGSTON
GRAND
THEATRE

WELCOMING
IN
YGK
DYNAMIC
ENGAGING
ENTERTAINING
EST.
1879

PROMOTERS PACKAGE



Your guide to working alongside
Kingston Grand Theatre

CONTACT

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KINGSTON **GRAND** THEATRE
EST. 1879

Thank you for choosing Kingston Grand Theatre to host your event. Because your success is important to us, we are happy to offer a range of marketing services to help you promote your event.

INCLUDED IN THIS GUIDE:

- ◆ Kingston Grand Website
- ◆ Social Media
- ◆ Email Newsletters
- ◆ Digital Screens
- ◆ Using Our Brand
- ◆ Other Info
- ◆ FAQ

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ENTERTAINMENT

Kingston Grand Website

With more than 193,000 annual visitors, [KingstonGrand.ca](https://www.kingstongrand.ca) is a key place for audiences to discover your show.

Your show will receive a unique event page with your details, image, video link (if applicable), and a Buy Tickets button.

To see a sample layout, check any event currently listed on [our website](#).

WHAT WE NEED FROM YOU:

Two Website Graphics

Ideally simple graphics such as photos or show logo. Accepted formats are PNG or JPEG files in the following sizes:

- **Ticketing Platform Thumbnail** 320 px wide x 200 px high
- **Website Teaser Thumbnail** 480 px wide x 480 px high

Event performance description

- Describe your event/show/performance to your audience. Must be between 200 and 1000 words.
- YouTube link (if applicable)



Helpful Tip

You can use online tools like [Canva](https://www.canva.com) (<https://www.canva.com>) to resize or create your graphics.



Social Media

Social media is a powerful tool for reaching and engaging audiences. We encourage you to use your channels to promote your event and amplify marketing efforts.

Kingston Grand Theatre utilizes Facebook and Instagram.

WHAT WE NEED FROM YOU:

Facebook

- Tag [@kingstongrandtheatre](#) in your posts so we can see and share your content
- Add us as a co-host on your Facebook event. This allows your event to appear on our page as well. ([Visit Facebook's Help Centre for instructions on adding co-hosts.](#))

Instagram

- Tag [@kingstongrandtheatre](#) in your posts, stories and reels so we can see and share them.
- Invite us to be a collaborator on your posts.



Helpful Tips

- Including accessible captions and relevant hashtags can help increase your organic reach. Popular local hashtags include: **#KingstonGrand #YGK #DowntownKingston #VisitKingston #KingstonOntario.**
- Social media image sizes change frequently. For the most up-to-date specifications, consult reliable online resources [such as Hootsuite.](#)





Email Newsletter

Our email list includes over 33,000 people who have opted in to hear from Kingston Grand Theatre. We follow Canada's Anti-Spam Legislation (CASL) and are careful about what and how often we send. All emails are created and sent through Mailchimp.

Availability and rates:

- Based on availability, renters are offered **one complimentary email newsletter send** (typically used for an announcement and/or presale).
- You may purchase additional email sends at a rate of \$360.49 + HST per send.

WHAT WE NEED FROM YOU:

Email Images

- Please provide one primary image (PNG or JPEG) at 800 × 800 px.
- You may submit additional images for potential inclusion, in any dimensions up to 1920 px wide, with each file kept under 1 MB.
- All images must be sent at least 5 business days before the scheduled email send.

Please Note

- Email newsletter costs are deducted at show reconciliation/settlement.
- Paid e-blasts are subject to limits and availability.

To book your email into the schedule, please contact Rebecca Brown, Box Office Coordinator at RBrown@CityofKingston.ca. The earlier you reach out, the more likely you'll secure your preferred send date.



Digital Promotional Screens (DINs)

The venue has removed all locations for paper posters and installed digital screens, referred to as DINs, in their place.

Your DIN added into rotation at announce/on sale. Due to the volume of events it may be removed after 2 weeks and re-added approximately 6 weeks before your event.

WHAT WE NEED FROM YOU:

Digital Screen Graphics

Images should include details you'd include on a printed poster.

Formatted as PNG or JPEG formatting in the following sizes:

- Princess Street Screen: 1080 px wide x 1920 px high.
- Box Office Screen: 1600 px wide x 900 px high.
- *If your event is in Homestead Baby Grand Theatre*, include an additional screen 1080 px wide x 1300 px high.

Princess Street Screen Examples:



Box Office Screen Examples:



Using Our Brand

Please use **Kingston Grand Theatre** in the first instance the venue name is used in website copy - or - Kingston Grand on social media, conversationally, after the first mention is in long form.

Do not use any of these...

- the Grand
- The Grand Theatre
- the Grand Theatre
- The Grand
- Kingston's Grand Theatre
- Grand
- Grand Theatre Kingston
- Grand Theatre

For copies of our logo and watermarks, please email:

Rebecca Brown, Box Office Coordinator at RBrown@CityofKingston.ca and she will be happy to send you usable copies.

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Helpful Tip

You can see our Brand Guidelines [here](#)





Other Details

Accommodation

Exclusive rate at Official Host Hotel: Kingston Marriott

The Kingston Marriott is the Official Host Hotel of Kingston Grand Theatre, and offers exclusive rates for all renters.

Located just a five minute walk adjacent to Kingston's historic City Hall, this newly renovated hotel features a restaurant on site, a fitness facility and is thrilled to welcome artists performance at Kingston Grand



TO ACCESS EXCLUSIVE RATES

Visit their website:

www.marriott.com/en-us/hotels/ygkmc-kingston-marriott/overview

In the Corp/Promo Code section

Use the code: S9146





FAQ

Can you create graphics for me?

Unfortunately, we can't alter or add to your images, but we can point you in the right direction. There are many free and easy-to-use tools available. We recommend [Canva](http://www.canva.com) (www.canva.com), a simple online graphic design platform.

How do I resize images? Why do I need to?

Resizing images for different online platforms helps prevent them from being cut off, stretched, or looking low quality. For an easy way to resize, visit [Canva](http://www.canva.com) (www.canva.com)

Can I send you PDFs for graphics?

No, all images we require need to be PNG or JPEG.

Will the Kingston Grand create social media posts for our event?

No. We do not create social media posts on behalf of promoters. However, if you tag @KingstonGrandTheatre, we will share your content on our channels whenever possible.

Can you share your email contacts with us?

No. Due to privacy laws and Canada's Anti-Spam Legislation (CASL), we are not permitted to share or distribute our subscriber list.

Can you distribute posters for us?

Sadly no, We do not have any contracted service to distribute posters throughout the Kingston community.

I see something on your site called Grand OnStage, what is this?

In addition to renting Kingston Grand Theatre to promoters, we also present our own curated shows—about 40 each season—known as GO shows. They have their own logo and branding to help distinguish them.

Still have questions?

Contact Rebecca Brown,
Box Office Coordinator
RBrown@CityofKingston.ca

