



KINGSTON
GRAND
THEATRE

PROMOTER PACKAGE

Your guide to working alongside
Kingston Grand Theatre

Marketing Support & Tips

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FOSTERING
CULTURAL
VITALITY IN
KINGSTON

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KINGSTON **GRAND** THEATRE

EST. 1879

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

WE OFFER MARKETING SUPPORT AND TIPS FOR:

- ◇ KingstonGrand.ca
- ◇ Social media
- ◇ Eblasts
- ◇ Posters
- ◇ Digital screens
- ◇ Tips for promotion
- ◇ FAQs





1 On the KingstonGrand.ca website

- ◇ We have over **193,000 users** every year visit our website.
- ◇ You will get a unique URL for your show that will feature your performance details, event image, video link (if applicable), and buy tickets button. You can link your other marketing endeavours to this URL.

WHAT WE NEED FROM YOU:

Event graphic or image in the following sizes

- ◇ Any size up to 100MBs - portrait orientation
- ◇ 320 pixels wide x 200 pixels high
- ◇ 480 pixel wide x 480 pixels high

Event performance description

- ◇ Describe your event/show/performance to your audience.
Must be between 200 and 1000 words.
- ◇ You Tube or Vimeo link (if applicable)

This information is all requested at the time your tickets are setup in the system for sale. Please forward to Rebecca Brown, Box Office Coordinator at rbrown@cityofkingston.ca

Helpful Tips

- ◇ If you struggling to resize your image, visit www.iloveIMG.com and resize your photos for free.
- ◇ To add text or graphics to an image, go to www.Canva.com, for a free online graphic design tool.



2 Social media

WHAT WE NEED FROM YOU:

Facebook

- ◇ Tag our page in your own Facebook posts so we can share them.
- ◇ Add us as a co-host. This way your event will show up on our event calendar and we'll be able to share your posts on our page.
- ◇ [Here's how to add us.](#)

Twitter

- ◇ Tag us in your posts so that we can retweet them.

Instagram

- ◇ Tag us in your posts so we can share them.
- ◇ Send us your properly sized photos for Instagram feed post or story. Feed photos should be 1080 x 1080 pixels and story photos should be 1080 x 1920 pixels.
- ◇ Send us your Instagram handle so we can follow you and share relevant content.

Helpful Tips

- ◇ **Social Hashtags are important.** Here are some to use to get awareness out about your event: **#kingstongrand #ygk #downtownktown** and **#visitkingston**
- ◇ If you need to know the sizes of photos needed for social media, here is a helpful [cheat sheet](#).



3 Eblasts

- ◇ Kingston Grand Theatre has more than **30,000** opt-in email addresses in our database. We follow Canada anti-spam legislation and are diligent about the messages that we send to our email list.
- ◇ Based on availability, promoters renting the theatre receive one complimentary eblast with the option to purchase additional eblasts at \$500 each. Multiple eblasts may not always be available due to volume or timing. Additional emails should have different copy, subject lines and imagery and should be at least 1 month apart.

First email: Complimentary if available
Additional emails rate: \$500 (each)

- ◇ Priority will be given to those who provide us with a usable and properly sized eblast graphic and the event description/details at least 10 business days before the scheduled eblast delivery date.

Types of eblast

Pre-Sale: Available for or use with pre-sale announcements and discount codes

On Sale: Public announcement of event/production and ticket sales

Reminder Notice: Issued closer to the event/production date

Discount: Looking to boost sales, a discount code is applied to the event and notice issued out.

Please Note

Your eblast costs are deducted at show reconciliation/settlement. Paid eblasts are subject to availability. To be a part of our eblast:

- ◇ Contact Rebecca Brown, Box Office Coordinator to schedule your eblast(s):
RBrown@CityofKingston.ca. The earlier you contact Rebecca, the more likely you'll be able to book the date(s) you wish.
- ◇ Once booked please provide us with your preferred subject line for the eblast, as well as a main image which should be landscape, JPEG, 1200 pixels wide and any height (while remaining landscape). You may include additional images at any pixel size (under 1 mb) that can be used at the designers discretion.



4 Posters

- ◇ Post your poster at Kingston Grand Theatre. We have a small display window to the right of the box office as well as a number of poster display units in our washrooms throughout the theatre.

WHAT WE NEED FROM YOU:

Your finished and printed 11" x 17" poster (or smaller)

- ◇ Maximum of 5 posters per production

Mail posters to:

Kingston Grand Theatre

Attention: Grand Theatre Box Office

218 Princess St. Kingston, ON K7L 1B2

Please Note

- ◇ We do not nor do we have any contracted service to distribute posters throughout the Kingston community.



5 Digital signs

- ◇ We have multiple digital screens on site. Three in portrait orientation facing Princess Street, one of the busiest street in Kingston, and three in the Whig Walk which connects the parking garage at the back of Kingston Grand to Princess Street. There are also landscape oriented screens in the box office and over the bar.
- ◇ You will be in the rotation with other shows happening at the theatre.
- ◇ Your digital image will be added at the time of your "on sale" if it is provided a minimum of 5 days in advance. It may be removed after the on sale but will be included again a minimum of 3 weeks in advance of your performance.

WHAT WE NEED FROM YOU:

Event graphic, JPEG, portrait size 1080 pixels x 1920 pixels

Event graphic, JPEG, landscape size 1920 pixels x 1080 pixels

Please include:

- ◇ Name of your performance
- ◇ Date of your performance
- ◇ Any pertinent information that you would like included

Please forward your two images to Rebecca Brown, Box Office Coordinator at RBrown@cityofkingston.ca



6 Tips to promote your event/production

Probably the greatest concern for producers is getting people in the door to see the show. Get the word out, create enthusiasm and build an audience. Here are a few suggestions to help you stand out from the crowd.

Media

In Kingston, there are numerous paid advertising choices in radio, TV and print as well as the opportunity to submit a press release in hopes of garnering some interest. For a list of radio, TV and print contacts please contact RBrown@CityofKingston.ca.

Distribute Posters or Flyers

The only place our staff are able to hang your posters is in designated places at Kingston Grand Theatre. For any other locations, it is your responsibility to coordinate the distribution of posters and flyers. Depending upon your target market, here are some examples of places that may be a good choice to hang up a poster or drop off flyers:

- ◇ High traffic areas, like coffee shops and cafes
- ◇ Local business
- ◇ Local clubs and meeting places
- ◇ Local businesses including restaurants and nightclubs
- ◇ Our local college and university campuses

Social Media

Facebook, Twitter, Instagram and other social media platforms provide you with the opportunity to amplify awareness of your production and communicate directly with those who are interested. Set up your pages, get chatty and start posting!

7 Frequently asked questions

◇ What is a pixel?

When resizing images for web, you'll often see the measurement to be represented in pixels. Simply put a pixel is a dot or square on a computer monitor display screen. Pixels are the basic building blocks of a digital image. The pixel resolution determines how well your image will display on someone's screen. More pixels per inch of monitor screen yields better image results. Not enough pixels and your image will look grainy and blurry.

◇ Can you put text on top of my images?

Unfortunately, we are unable to alter or add to your images at all but we can point you in the right direction to do this yourself. If you don't have access to or the know how to use a design program like Photoshop, there are many easy-to-use and free software tools available. The one we suggest is called [Canva](#), this is a free online graphic design tool that is easy to use.

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

Resizing images for different platforms online is important so that things are not cut off, stretched oddly or look low quality. To easily resize your images, just go [here](#) and you can use this free, online tool.

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

Not only do we rent Kingston Grand Theatre to promoters like you, we also have our own curated shows that we bring in. There are typically about 40 of these per season and we refer to these affectionately as GO shows. These shows are identified by their own logo and brand to help us set them apart.

◇ What file format do you need my material for your website and social media in?

For anything web related please send us .jpg or a .png file.

◇ What size should I make my social media posts?

Great question. Every social media platform has their own look, so they require their own specific sizes. [Here is a link](#) to a handy document that will outline these sizes.

Questions about marketing services,
show set up in our ticketing system and
sales report queries? Contact Rebecca
Brown, Box Office Coordinator
RBrown@CityofKingston.ca