



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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Spring 2023

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.

WE OFFER MARKETING SUPPORT AND TIPS FOR:

- ◇ KingstonGrand.ca
- ◇ Social media
- ◇ Eblasts
- ◇ Digital screens
- ◇ Using our brand
- ◇ 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 event that will feature details, event image, video link (if applicable) and a buy tickets button. You can link your other marketing endeavors to this

WHAT WE NEED FROM YOU:

Event graphic or image in the following sizes

- Princess Street promotional digital screen 1080 pixels wide x 1920 pixels high (72 dpi) "think poster"
- 320 pixels wide x 200 pixels high (thumbnail in ticketing platform)
- 480 pixel wide x 480 pixels high (teaser on website)
- Box Office digital screen 1600 pixels wide x 900 pixels high
- IF your event is in Baby Grand Theatre, an additional graphic for a digital screen is needed that is 1080 pixels wide x 1300 pixels high *Including the event name and date are helpful for patrons when buying or looking at the promotional screens.*

Event performance description

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

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 (kingstongrandtheatre) in your 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, with a little help from Facebook
<https://www.facebook.com/help/215235325174804>

Twitter

- Tag us (Kingston_Grand) in your posts so that we can retweet them.

Instagram

- Tag us (KingstonGrandTheatre) in your posts so we can share them.
- Send us your properly sized photos for Instagram feed post or story, including all information on the graphic. Feed photos should be 600 x 600 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](#) [#ygc](#)
- ◇ [#downtowntown](#) and [#visitkingston](#)
- ◇ If you need to know the sizes of photos needed for social media, here is a helpful site:
www.makeawebsitehub.com/social-media-image-sizes-cheat-sheet/



3 Eblasts

- Kingston Grand Theatre has more than 40,000 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 are offered one complimentary and the option to purchase additional eblasts.
- Created and sent with MailChimp.

First eblast: **Complimentary if available** – used at announce and/or presale

Additional posts rate: **\$515 + HST (each)**, when available .

- Provide us with a usable and properly sized 800 x 800 pixels eblast graphic and the event description/details at least 5 business days before the scheduled eblast delivery date.

Please Note

Your eblast costs are deducted at show reconciliation/settlement. Paid eblasts are subject to availability.

- Contact Rebecca Brown, Box Office Coordinator to book your eblast into the scheduling calendar. RBrown@CityofKingston.ca. The earlier you contact Rebecca, the more likely you'll be able to send out your information on the date you prefer.
- Once booked please provide us with your preferred subject line for the eblast, as well as a jpeg image, 800 pixels x 800 pixels. The jpeg must include show title, date, and any pre-sale or promo code, if applicable.



4 Digital Network Graphics

- ◇ The venue has removed all locations for paper posters and installed digital screens in their place.
- ◇ Please provide digital posters in the following dimensions. (Also listed previously so you may have already created these).

Horizontal Screens:

- 1600 pixels WIDE x 900 pixels HIGH

Portrait Screens:

- 1080 pixels WIDE x 1920 pixels HIGH

- ◇ Please include all information as you normally would for a poster These will be 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.

If you wish to see examples please ask Rebecca Brown by email at rbrown@cityofkingston.ca

Please Note

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



5 Ensure you use Kingston Grand Theatre brand properly

- ◇ 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

We have logos available for your use in multiple shapes & sizes, please let us know your needs and we will send our approved logos to be used. Venue banners for co-branding are also available upon request. Please request from Rebecca Brown 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 mktg@cityofkingston.ca.

Distribute Posters or Flyers

It is your responsibility to coordinate the distribution of posters and flyers within the community. 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 spaces
- Local businesses including restaurants and nightclubs
- Our local college and university campuses

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Social Media

Facebook, Twitter, Instagram and other social media platforms provide you with the opportunity to amplify awareness of your event 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 (www.canva.com) and 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 to www.iloveimg.com 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. PDF's will not work.

◇ 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. A handy document that will outline these sizes can be found here - www.makeawebsitehub.com/social-media-image-sizes-cheat-sheet

Questions about marketing services, show set up in our ticketing system and sales report queries?

Contact Rebecca Brown,
Box Office Coordinator
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