

**GLEN**  
**STREET**  
**THEATRE**

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**VENUE**  
**HIRE**  
**MARKETING**



northern  
beaches  
council



Glen  
Street  
Theatre

# WELCOME TO GLEN STREET THEATRE

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We are pleased to offer a full range of quality marketing services to support your event and boost ticket sales. These services are a cost-effective complement to your overall marketing campaign.

This guide outlines the variety of complimentary and paid promotions that we offer to assist in marketing your event.

All promotional activity conducted by Glen Street Theatre on behalf of a hirer must be at the venue's discretion and subject to availability.


## Box Office Details:

Glen Street Theatre

Corner of Glen Street & Blackbutts Road

Belrose NSW 2085

 9470 5913

 [glenstreet.com.au](http://glenstreet.com.au)

## Our Socials

 @GlenStreetTheatre

 @glen.street.theatre

# GLEN STREET MEMBERSHIP

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Glen Street Theatre began a Membership program in 2021 and it has already proved to be incredibly popular. At the time of writing, we currently have close to 2300 Members for the 2024 Season.

For a small fee our loyal patrons can become a member and have access to some great benefits including ticket discounts for many of the shows at Glen Street.

We encourage you to offer our Members a reduced ticket price and take advantage of the dedicated 'On Sale' feature in our Members EDM to advertise your show to our loyal community.

For more information about Membership visit:  
[glenstreet.com.au/book/membership](http://glenstreet.com.au/book/membership)

# MARKETING SERVICES COMPLIMENTARY WITH HIRE

DIGITAL	DESCRIPTION	VALUE	PROCESS
<b>WEBSITE LISTING</b>	Event listed under What's On and relevant drop down category (Theatre, Music, Dance, Family, Film or Special Events). Page includes an image, marketing copy, event details, booking link and video trailer.	\$200	We use the information and image provided in your Ticket and Marketing Schedule web form to create this page. Your event page is provided to you for approvals. Please send your MP4 trailer file or YouTube link to Georgia Slater.
EMAIL	DESCRIPTION	VALUE	PROCESS
<b>'ON SALE' MEMBERS EDM</b>	If your production includes a discounted ticket price for Glen Street Theatre Members, we will include your show in an EDM to our current Glen Street Members informing them the event has gone on sale.	\$373	If your event is offering a Glen Street Theatre Members' discount ticket price, we will automatically add a feature to the next Members EDM with 'on sale' messaging.
<b>EMAIL INCLUSIONS</b>	Depending on availability, we may include your production at the bottom of emails to our subscribers in a You Might Also Like section. This includes an image, title and show date.	\$373	Inclusion of your event will depend on availability. Please let us know, if you don't wish to be included.
SOCIAL MEDIA	DESCRIPTION	VALUE	PROCESS
<b>FACEBOOK EVENT</b>	We will automatically create a Facebook Event for your production.	\$150	We will generate a Facebook Event and add you as a co-host. Alternatively, let us know if you'd prefer to create your own event and add us as a co-host. We will create the event from the copy and hero image supplied.
<b>ORGANIC</b>	We love to share organic posts by artists and entertainers – we share content that features Glen Street Theatre and recommend value adding posts like behind the scenes footage/ stills, venue specific shout-outs, quote and review tiles etc.	\$100	We do not have capacity to create organic posts, but are happy to share yours. Please tag us at our social handles so we are notified of your posts, and we will share as per our social media schedule and availability.
PRINT	DESCRIPTION	VALUE	PROCESS
<b>SEASONAL BROCHURE INCLUSION</b>	Depending on availability, we may include your event in a What's On brochure that is mailed to patrons, displayed in venue and distributed to local council venues. This may include an image, title, copy, ticket prices and show date.	\$672	If we are able to accommodate your event in our brochure, we will contact you requesting a high resolution image with no logo or text overlay.  A draft will be sent to you for approval prior to printing.

# MARKETING SERVICES

## OPTIONAL EXTRAS

EMAIL	DESCRIPTION	VALUE	PROCESS
<b>FEATURE IN MONTHLY NEWSLETTER</b>	Depending on availability, we may be able to include your production in our monthly EDM sent to 36,000 subscribers. This feature contains an image and a small amount of copy and booking link.	\$373	A feature can be booked in with marketing at any time – however, these spots book out quickly so it is best to organise your marketing campaign and book as soon as possible.
<b>TARGETED EDM</b>	A targeted email can be sent to promote specific production/s to targeted patrons where applicable. We would create a tailored email list based upon attendees to similar past shows.  One targeted EDM per campaign.	\$659	Please book in your targeted email with our marketing team. Once the EDM has been drafted, a proof will be sent for approval prior to deployment. Please note, our email schedule is often planned well in advance so early booking is recommended.
PRINT	DESCRIPTION	VALUE	PROCESS
<b>DISPLAY ADVERTISING (POSTERS AND DL FLYERS)</b>	We can accept up to 6 x A3 and up to 300 DL flyers that can be displayed in our venue. Flyers and posters are positioned and rotated at the discretion of the venue.	\$30 (Poster display) \$30 (DL display)	Please send through a draft to marketing prior to printing.  Send print to: Attn Marketing, Corner of Glen Street & Blackbutts Road, Belrose NSW 2085  We reserve the right not to display if the content is inappropriate or incorrect.

### GLEN STREET TIP:

We recommend supplying special/unseen content for targeted EDMs, to increase the value to readers. Things like Q&As with performers, behind the scenes videos/shout outs etc. This is not necessary, but can improve conversion to sales.

### GLEN STREET TIP: ADVERTISING CAMPAIGNS

We are not able to offer you an advertising agency service such as booking print ads, booking bus/retail advertising or a Google Ads campaign. If you wish to create a dedicated marketing campaign for your event, we work with the following agency:

Leonards Advertising  
[leonards.net.au/contact](http://leonards.net.au/contact)

### A NOTE ON PULL-UP BANNERS:

Pull-up Banner locations for pre-event publicity are not available. Should you wish to use pull-up banners they may only be positioned during the term of your hiring period. Any banner left on site will be disposed of at a cost to the hirer.

“We worked with Glen Street marketing for our show *Bocelli & Brightman -The Tribute Show* (sold out) and found it an easy process. They know the market and made some great suggestions to suit what we needed...We felt that they really cared about us as artists -instead of making us feel like just another ‘act’.”

Clarissa Spata, Soprano

# LOCAL PUBLICITY AND ADVERTISING CONTACTS

**Press:** The Northern Beaches Council manage the publicity for Glen Street Theatre. As a consequence, we are unable to circulate press releases, manage listings or field press enquiries on your behalf. We have listed some handy contacts for local publicity and advertising below.

PUBLICATION	NAME AND POSITION	CONTACT
PENINSULA LIVING MAGAZINE	Steve Indersmith (Advertising)	steve@activenetworks.com.au
	Michelle Giglio (Editorial)	michelle@activenetworks.com.au
THE TAWNY FROGMOUTH MAGAZINE	Liam Carroll (Advertising & Editorial)	liam@thetawnyfrogmouth.com.au
PITTWATER LIFE MAGAZINE	Lisa Offord (Editorial)	lisa@pittwaterlife.com.au
	Nigel Offord (Advertising)	nigel@pittwaterlife.com.au
BEACHES COVERED MAGAZINE	John Vickery (Advertising & Editorial)	john@allbasescovered.com.au
NORTHERN BEACHES RADIO	Geoff Stanwell (Interview Opportunities – in-studio only)	gstanwell@hotmail.com
	David Stewart-Hunter (Advertising)	dsh987@bigpond.com
	Michael Lester (Interviews - Via Zoom)	melester@yahoo.com
NORTHSIDE RADIO	Merran Regan (Interview Opportunities)	merran@northsideradio.com.au
	Mark Wesley (Advertising)	markw@northsideradio.com.au

## GLEEN STREET TIP:

If your event will be part of a tour, hiring a national publicist may be helpful.

# OUR TEAM

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## **GEORGIA SLATER**

**Marketing & Communications Coordinator**

Georgia.Slater@northernbeaches.nsw.gov.au

## **MICHELE ELLIOTT**

**Venue Services Coordinator**

Michele.Elliott@northernbeaches.nsw.gov.au

## **BELINDA GIBSON**

**Director**

Belinda.Gibson@northernbeaches.nsw.gov.au

## **ELISE TEH**

**Ticketing Services Coordinator**

Elise.Teh@northernbeaches.nsw.gov.au

# **THANK YOU FOR CHOOSING GLEN STREET**

**Our team takes pride in providing professional expertise and excellent customer service to help facilitate successful events.**

**We look forward to working with you!**