

Marketing & Sales Guidelines

PARK

Tickets: parktheatre.co.uk
Phone: 020 7870 6876*
📍 Finsbury Park

* Telephone booking fee applies



Hello from
Park Theatre



Front cover photos: Piers Foley



Park Theatre Marketing & Sales Support for Producers

Welcome!

Welcome to Park Theatre – we're thrilled to be working with you. Please make time to read the contents of this Marketing & Sales guideline as a lot of your questions will be answered here.

In this pack you will find helpful templates, house branding guidance and instruction on all areas of Park Theatre Marketing & Sales support. Please read this carefully in order to make the process of marketing your show run as smoothly as possible.

Marketing Your Show

We are a small team at Park Theatre and as such **cannot market your show on your behalf**. However, there are a number of ways in which Park Theatre can support your marketing campaign which are outlined in this pack.

Many producers choose to work with a marketing agency or freelancer to help them run their campaign. We welcome this expertise and are happy to work with outside marketing persons or agencies to help sell your show.

This pack acts as a guide to the type of support offered by Park Theatre's Sales & Marketing department, but is **not** to be viewed as your full marketing campaign activity, is **not exhaustive** and **does not form or constitute any part of a contract**. The activity herein is subject to change at the discretion of the Sales & Marketing Director.

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Season Announcement

1.a. Preparing Your Copy & Image

Park Theatre does not produce season brochures or season summary pieces of print as standard. Individual flyers and posters may be produced - more information on that later in this pack.

Show copy and imagery may be required months in advance of your main flyers and posters. This may mean that you do not have key details such as full casting & artwork ready for inclusion in the season launch, but it's OK if you don't. We encourage producers to find a suitable holding image for the website and season launch if your main artwork is not ready.

Whilst it can be a good idea to maintain consistency and use the same image throughout a marketing campaign it is also possible to change it. Often once productions are cast they have a photo shoot with the actors that they then use on marketing materials going forward. Or you may choose to re-design the holding artwork when you have more time in the lead up to your show.

The most important things are:

- Whatever image you choose, select something eye catching that sells the show as best you can at the time.
- Ensure that the key artwork you use will work in all formats required: portrait for

the posters and flyers, landscape all the various formats needed for the website.

- If you are not going to have your full show artwork ready by the season launch submission deadline, find a concept or stock image that you can use as an interim.
- The image must work as a stand-alone image. Title treatments on top of images are not permitted under Park Theatre's house style (please see the A5 & A3 section of this pack for further guidance).
- Consider the diversity of your image.

Websites for Holding Imagery

We have suggested some good websites to find holding imagery for the season launch. Before you purchase an image be sure you purchase a resolution high enough for printing (check with the Sales & Marketing Director before purchasing):

- www.gettyimages.co.uk
- www.shutterstock.com
- www.istockphoto.com/gb

Show set up form

Please refer to the New Show Set Up Form (google doc) and fill out all areas required fully by the deadline given. Please do not leave any blank areas on the form. If you are uncertain about any areas, please call the Sales & Marketing Director on 0207 167 6635.

Adherence to Deadlines

The Sales & Marketing Director will provide deadlines for submission of copy, amendments and final sign off. It is crucial for the smooth running of the season launch that these deadlines are adhered to as there can be up to 12 shows per season, and if one producer is late on deadlines it will cause a delay in announcement and sales for all producers.

Please plan sufficient time to reply promptly to drafts, normally within 2 days.

Image specs
Website artwork:

- 940 x 420 px
- 680 x 420 px
- 460 x 375 px

General artwork:

- High resolution portrait version of the image, over 1mb in size
- High resolution landscape version of the image, over 1mb in size

1.b. Season Announcement

Park Theatre will provide the following marketing support for the season announcement:

PR

Mobius will include information about every production on a season announcement press release that will be sent to key national, local and industry press. Please refer to the PR guidance document in this pack for further information.

Approved show copy will be taken from your show set up form. Due to the volume of productions in each season, individual producers are not given sign off on the general season press release but we will provide a copy for your records.

Season Brochure

Park Theatre does not produce a season brochure, however we have provided templates for producers to create individual flyers and posters in house style. There is further guidance on this later on in the pack.

Website

A web page will be created for each production with copy, images and any other rich content provided from the producer such as photos, review quotes, cast biogs & Park Theatre branded trailers. All web pages will be launched at the agreed season launch date and time. It is not possible to announce one show ahead of, or outside of, the main season announcement. Park Keepers (Park Theatre's paid membership scheme) are entitled to three days of priority booking before tickets are released on sale to the general public. Once web pages are made live at season launch it is the responsibility of the producer to proof the page and advise us of any amendments.

Social Media

Park Theatre will set up and pay for social media advertising for the season as a whole on facebook & instagram at the discretion of the Sales & Marketing Director.

Organic Social

Season launch tweets, facebook and instagram posts for each production will be set up by the Marketing Manager.

Digital

Park Theatre may decide to engage in some paid digital advertising such as 3rd party emails or web banners for the season as a whole and Google Adwords will be set up for each production at the discretion of the Sales & Marketing Director (please refer to the digital section of this guide for further info on Adwords).

Email

All producers will be included on two emails:

- **Season announcement email:** At this point patrons will be encouraged to become a Park Keeper to take advantage of priority booking, which is open to members for three days ahead of general sale.
- **General on-sale email:** A reminder email three days after the season announcement when the season is put on sale to the general public.

Print Advertising

Local or London-wide print advertising may be undertaken for the season as a whole at the discretion of the Sales & Marketing Director.



Website Guidance

The Sales & Marketing team maintain parktheatre.co.uk, displaying the producer’s show information and will provide the following:

- Creation of a show web page for season announcement.
- A gallery of rehearsal images to the page upon receipt of approved, satisfactory rehearsal images re-sized to the correct specifications in advance.
- A gallery of production images upon receipt of approved, satisfactory production pictures re-sized to the correct specifications in advance.
- One upload of the cast & creative team list, their biographies and headshots added at the point of cast/ creative team PR announcement and upon receipt of headshots sized to the correct image specs and biogs pre-formatted into house style (see 2.A, 2.B & 2.C).
- Rehearsal/ production/ vox pops trailers will be added to our youtube channel and embedded onto your page (once signed off by the Sales & Marketing Director or Marketing Manager).
- Review quotes added post press night. The producer should provide a list of top review quotes – if quotes are not swiftly forthcoming from the producer, good quotes will be added at the discretion of the Sales & Marketing Director or Marketing Manager.

- Adding the production to the highlights section on the home page once it is ‘showing now’ (but not before).
- When the production is ‘coming next’ it will be added to the ‘coming next’ area of the home page (but not before).

Website amendments outside of this list **may incur a fee.**

It is important to remember that Park Theatre has a small Sales & Marketing team and therefore website amendments should be kept to a minimum due to the limited capacity within the team to make excessive changes.

Please be aware that website amendments deemed as less urgent may not be actioned immediately. This will often include amendments to actors or creative team biogs, tweaks to copy etc. which can take up to a week to action.

To make website amendments, please email the Marketing Manager.

2.a. Website Image Requirements

All images must be supplied in the correct specifications. It is the responsibility of the producer or your marketing team to re-size images. Please submit images as JPG files.

- **Main show page:** 940px x 420px
- **Highlights home page scroller:** 680px x 420px
- **Thumb:** 460px x 375px
- **Actor headshots:** 150px x 188px black and white only

Website images cannot have text upon them as per Park Theatre’s house style.

2.b. House Style - Cast Lists

All cast and creative team lists **must** be formatted into house style before submitting to the Sales & Marketing team for uploading. Format as per the example below:

→ **Cast**

Name of Actor 1 | Name of Character 1
Name of Actor 2 | Name of Character 2

→ **Creatives**

Director | Name of Director
Designer | Name of Designer

2.c. House Style - Biographies

All biographies must be formatted into house style. It is not possible for the Sales & Marketing team to format cast or creative team biographies on behalf of producers. Please submit biographies formatted into the following style:

John Wilson

John trained at RADA.

Theatre credits include:
Play Name 1 (Theatre Name);
Play Name 2 (Theatre Name)
and Play Name 3 (Theatre Name).

Film credits include: Film 1,
Film 2 and Film 3.

Television credits include:
Television 1, Television 2
and Television 3.



Social Media

Park Theatre actively manages the following social media channels:

- Instagram: [@ParkTheatreLondon](#)
- Facebook: [/ParkTheatreLondon](#)
- Twitter: [@ParkTheatre](#)
- Youtube: [/ParkTheatre](#)

Check our accounts today for up to date follower numbers. At all times, we have two (or more) shows playing and multiple shows coming up. Therefore, our social media channels are dedicated to supporting all shows in the venue – as well as any events we host for the theatre itself, our creative learning programme, Park Pizza and Bar and fundraising – so please bear in mind that we might not have the capacity to post on your exact desired date, but will always aim to post in line with campaign timelines.

The posting schedule for your show will follow a similar pattern to this:

Platform	8-4 Weeks Out	3-0 Weeks Out	Previews	Press Week	Final Weeks
Facebook	1 Post over 2 weeks	1 Post per week	2 Posts per week	Heavy Coverage	Post press round up
Twitter	1 Post over 2 weeks	1 Post per week	2 Posts per week	Heavy Coverage	Post press round up
Instagram	1 Post over 2 weeks	1 Post per week	1 Post per week	2 posts (more coverage on stories)	Post press round up

This is an indicative example schedule only and is subject to change. The amount we post on our channels for your show is also dependent on the amount of varied content you provide. Having a variety of high-quality imagery and trailers will ensure there is content to share throughout your campaign.

Organic Social Media

As long as assets are provided from the producers/marketing manager/theatre company, and fit with our branding guidelines, we will share them via social media. Below is a list of assets that we recommend having for your campaign.

- Rehearsal Photography
- Production Photography
- Teaser Trailer
- Production Trailer
- Press coverage (Interviews/TV & Radio appearances)
- High-quality cast photo inside or outside of Park Theatre
- Review cards, as JPGs, GIFs or Videos
- Talk to us about an Instagram/ Facebook story takeover where your company take ‘take over’ our stories for one day to provide behind the scenes content.
- Talk to us about social media competitions

In order to make the most out of Park Theatre’s large social media presence, it is best to send assets in advance and share a clear and comprehensive list of assets. All assets must adhere to Park Theatre branding and be submitted to the Marketing Manager in advance for approval.

We do not have the capacity to research content & ideas for each show and ask that this content is supplied to us from the producers or marketing manager/ company. Other content you might want to research for your campaign could be: clips of your actors most known work (if a well-known actor, via TV or film for example), relevant news stories, historical facts, competitions etc.

Please submit any social media queries to the Marketing Manager.

Setting Up Your Own Social Media Channels

It is permitted to set up your own social media channels to help promote your production. Many producers prefer this because it allows them more control over how and when they post. It’s important to be consistent with your own posting, bearing in mind that Park Theatre will always be posting about other shows, creative learning, Park Pizza, fundraising and the building itself. We strive to keep our coverage even on a show by show basis.

Please bear in mind that growing a large following on socials can take a long time, often longer than the campaign of your show. So whilst we are happy for you to create separate accounts if you wish, it’s important to create content fit for Park Theatre channels to utilise our larger existing following.

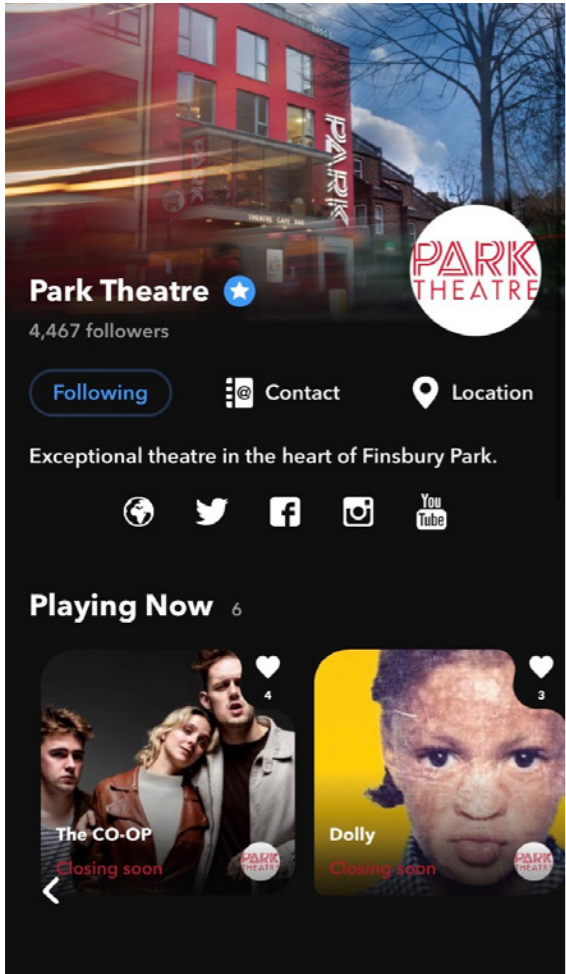
Stagedoor app

Stagedoor is a popular app that hosts all of the listings for West End, Off West End and Fringe venues/shows in London. We have increased our use of this platform as it is a powerful and targeted way to notify customers about your show.

Contact Stagedoor today to discuss your marketing campaign:

- Send a push notification to all of Park Theatre’s followers that pops up on their mobile device
 - This is useful for casting announcements, reviews or offers that you want to run through Stagedoor
- Send an email solus to all of Park Theatre’s followers about your show.
 - This is useful for offers you want to run through Stagedoor
- Send an email solus to an extended list of Stagedoor users (e.g. audiences who have seen similar shows to yours)
 - This is useful for offers, raising the profile of your production and last-chance to book reminders.

You can contact Stagedoor directly about advertising for your campaign: Liam McLaughlin liam@stagedoorapp.com



Stagedoor app profile

Paid Social Media

Facebook & Instagram advertising

Paid social is a fantastic and cost effective way of targeting relevant audiences for your productions and we encourage producers to allocate some of their marketing budget towards this.

Park Theatre has a facebook advertising account that producers can utilise in one of the following ways:

- The Marketing Manager may be able to set up your Facebook adverts for you.

This way we are able to access more data for you so that we can:

- Retarget customers who have been on your show's web page
- Target audiences from similar past Park Theatre shows to yours
- Retarget customers who have gone to book but not completed booking
- Target customised segments, such as customers who have opened newsletters about your show but haven't booked
- Create lookalike audiences from existing data
- Use popular audience groups that have proved useful in the past for us, such as LGBTQ+ interest groups, North London Postcodes and London Theatre Fans.

- We can add you/your marketing company as an advertiser to our account so that you can set up, run and pay for your social media adverts out of your own budget with ease. We ask that a screenshot of the proposed advert is sent to the Marketing Manager for approval before scheduling.

Twitter Advertising

We do not currently use paid twitter advertising.

Youtube Advertising

We do not tend to use Youtube advertising extensively however we have done in the past so this is something that can be explored.

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Email Marketing for Producers

Park Theatre create targeted email communications to its existing database for all productions. Communications are tailored to your production both in terms of content and in the creation of defined, relevant email audiences.

Park Theatre will provide the following email marketing support for your production:

- 1 Inclusion of your production on the season announcement and general season on-sale emails.
- 2 1 x 'coming soon/ casting announced' solus email, sent at a time agreed by the Sales & Marketing Director, Marketing Manager and the producer. Sent to a targeted segmentation of appropriate crossover shows as identified by the Sales & Marketing Director or Marketing Manager from box office data.
- 3 1 x 'reviews' solus email, sent in the week following press night, to include reviews and other rich production content such as photos and trailers. Sent to a targeted segmentation of appropriate crossover shows as identified by the Sales & Marketing Director or Marketing Manager from box office data. The exact number of recipients will vary.
- 4 1 x inclusion (minimum) on Park Theatre's monthly roundup general e-newsletter. As this is a monthly roundup, inclusions on the monthly e-news are small. Exact numbers will vary month to month, but be in the region of 20k subscribers

Producers agree to:

- Have small PS swap boxes included on the bottom of their solus emails, so that reciprocal email marketing opportunities can be arranged with other venues that will also benefit the producer in return.
- A 'coming soon' box for future Park Theatre productions at the bottom of their solus emails, as a friendly way of supporting other shows, which the producer will also benefit from in return.

Where additional email marketing is requested:

- Additional emails outside of the above can be requested at a cost of £75. This covers the administrative time required to design additional emails as well as the time building audience segmentations and the cost of sending the email. Additional emails are not guaranteed and agreed at the discretion of the Sales & Marketing Director/ Manager and will be subject to availability and the overall objectives of the Park Theatre email marketing strategy.
- Park Theatre have a small marketing team and it may not be possible to agree to the creation of extra emails during busy periods.

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Designing your Flyers & Posters

____ Photoshop and InDesign template files for your flyers and posters are available in the dropbox link and should be supplied to your designer.

Flyers and posters for your event must adhere to the template and branding guidelines outlined in this pack, as any variations to house style will be flagged for amendment by the Sales & Marketing Director or Marketing Manager. Please allow time for multiple amendments to come from our team to yours as we work through the proofs to get flyers and posters ready for print.

Please refer to the flyer & poster guidelines in this pack to ensure your design meets specifications before submitting to the Sales & Marketing Director (Park200 shows), or Marketing Manager (Park90 shows).

Flyer and poster design costs sit with the producer, but the template files available in this pack will help to keep design costs as reasonable as possible.

House Print Specifications

Print Stock

Our house print stock for A5 flyers is:

170gsm paper weight
Uncoated stock
4 colour process

Important points to note:

- We **do not use** silk or gloss for flyers, in or outside of the building, uncoated stock only.

- If your flyer references **any** show happening at Park Theatre, it must be Park Theatre branded as per the guidelines and printed on house paper stock even if used outside of the building.
- It is not permitted to print on a cheaper or lower quality weight of paper.
- We do not have a specific house stock for the printing of A3/ A2 posters, they don't need to be uncoated and could be on a different weight of paper as needed.

Park Theatre Print

Upon receipt of a print ready artwork file, Park Theatre will order and pay for 1500 A5 flyers for use in and around the building. We will also pay for 2 x A2 posters and 5 x A3 posters used around the building and in toilet cubicles.

Ordering Additional Print

If you wish to add additional print for your own distribution runs or mail outs into Park Theatre's order, please advise us of how many and where to deliver it to and Park Theatre can co-ordinate this and contra the cost back to you in your settlement. This usually makes the overall print cost cheaper for all.

You are welcome to use a different printer if you wish and order your own print, but it must be to house specs supplied.

Please note we cannot store additional print for producers at the venue.

Recommended Printers

We regularly use Urban Design and Print who are reliable and swift printers and can provide print to the correct paper stock and specifications at a competitive price:

www.urbanprinting.co.uk

Other Types of Print

There may be a time when producers wish to order other types of marketing print such as social media calling cards, postcards, bookmarks, pop up banners etc. As per the sign off process, the Sales & Marketing Director or Marketing Manager will require these items to be Park Theatre branded and also reserve the right to sign off on additional print items. Please discuss your plans with us before ordering.

5.a. Flyers

A Guide to Creating your A5 Flyer [FRONT]

There are fixed elements and variable elements on the Park Theatre A5 Flyer Front that your designer will need to consider. All templates in this pack come with the necessary elements provided, including all fonts and graphics. This is all available via the dropbox link.

Fixed Elements

- 1 The large cropped '**P-device**' in the top and bottom left hand corner is fixed and will remain constant across all Park Theatre flyers, posters and any other marketing materials such as ads, outdoor, pop up banners, LEPs, digital assets etc. It should appear in a colour that resonates with your image and can appear as a tint (no less than 30% opacity) and/ or as a device that interacts with your image. It is the job of your designer to ensure a complimentary colour is chosen and applied.

Variable Elements

- 1 Your '**Show Heading**' can vary in size and position but must adhere to the **GRID** (see *annotated template files supplied*). However it should always appear over your image in a colour that resonates with your image. It is the job of your designer to ensure a complimentary colour is chosen and applied. Title treatments are not permitted under Park Theatre branding guidelines and the correct house font (Futura Bold) must be used for the show title. The show title must be underlined as per house brand.
- 2 Under the title **ONLY** the Writer, Composer and Director to be credited. They can vary in size **BUT MUST** sit with the 'Show Heading'. Other credits such as cast may appear on the front of the flyer, at the discretion of the Sales & Marketing Director and if it works well with the overall design. Other credits have a position on the reverse. (If there are no other credits then an offer can be placed in or a longer quote). It is the job of your designer to ensure that secondary type is legible over your image.
- 3 The production **credit line** can vary in size and position but must appear above the show heading.
- 4 You may add an optional roundel with the price - such as 'Tickets from £15'.

All flyer artwork drafts must be submitted to the Sales & Marketing Director or Marketing Manager for approval.

Please be aware we require **3 days** to look at each proof and Park Theatre reserves the right to sign off, so please factor this in to your design time.

A Guide to creating your A5 Flyer [BACK]

There are fixed elements and variable elements on Park Theatre's A5 Flyer Back that your designer will need to consider.

Fixed Elements

- 1 The **general positioning of content** on the back should remain consistent across all Park Theatre flyers. Dates, Times, Prices, Bookings and Follow Us reside in the left hand column, whilst Show Heading, Creative Credits, copy, Park Theatre lockup and Press Quote reside in the wider right hand column.
- 2 The **'booking lock-up'** in the bottom right-hand corner – containing Park Theatre logo, booking details and tube info – is fixed in size and positioning and will remain constant across all Park Theatre flyer backs.
- 3 Either a **Park200, Park90** or **Morris Space** logo should appear in the top left-hand corner of the page depending on which space your production is taking place in. Logos are found in the supporting dropbox folder.
- 4 The area for your **company logos** and sponsor logos is fixed in the bottom left hand corner, below the social media section.
- 5 **Show Names/ references** in the main copy are to be in *italics* – we do not use inverted commas/ speech marks.
- 6 **Dates** should be in short 3 character format e.g. Nov not November. The year should be in full: 2022.
- 7 **Times** should be in the 24 hour format i.e. 19.30.

All templates come with the necessary elements in the supporting dropbox folder, including all fonts and graphics.

Variable Elements

- 1 All copy on the 'Editable Copy' layer within the template document is updateable. It is the job of your designer to ensure that type is set accurately and any colours are used tastefully and sparingly.
- 2 It is permitted to place headshots of actors on the reverse of the flyer, in the right hand column under the copy. It is the job of the designer to place these tastefully and ensure they work in the context of the design

Grey boxes are guides only. All flyer artwork drafts must be submitted to the Sales & Marketing Director and Marketing Manager for approval.

Please be aware we require **3 days** to look at each proof and Park Theatre reserves the right to sign off, so please factor this in to your design time.

5.b. Posters

A Guide to Creating your Production Posters

There are two fixed elements and two variable elements within the Park Theatre Poster grid that your production image will need to allow for and your designer will need to follow.

Fixed Elements

- 1 The large cropped **'P-device'** in the top and bottom left-hand corner is fixed and will remain constant across all Park Theatre posters, flyers, adverts, outdoor, LEP's, digital, banners etc. It should appear in a colour that resonates with your image and can appear as a tint (no less than 30% opacity) and/ or as a device that interacts with your image. It is the job of your designer to ensure a complimentary colour is chosen and applied.
- 2 The **'booking lock-up'** in the bottom right-hand corner – containing performance dates, Park Theatre logo and booking details – is fixed and will remain constant across all Park Theatre posters. It should always appear over your image in either black or white. It is the job of your designer to ensure the placement of this lock-up does not move and that it remains legible over your image.
- 3 The area for your **company logos** in the bottom left hand corner is fixed and will remain constant across all Park Theatre posters.
- 4 **Dates** should be in short 3 character format e.g. Nov not November. The year should be in full: 2020.
- 5 **Quotes** – inverted commas/speech marks may be used on quotes.

All templates come with the necessary elements in the supporting dropbox folder, including all fonts and graphics.

Variable Elements

- 1 Your 'Show Heading' can vary in size and position but must adhere to the GRID (see pg 20). However it should always appear over your image in a colour that resonates suitably. It is the job of your designer to ensure a complimentary colour is chosen and applied. Title treatments are not permitted on Park Theatre branding guidelines and the correct house font (Futura Bold) must be used. Show titles must be underlined as per house brand.
- 2 Billing credits can vary in size **BUT MUST** sit above the 'Show Heading'. They should always appear over your image and it is the job of your designer to ensure that secondary type is legible over your image.
- 3 Writer and director credits can vary in size but must sit below the Show Heading.
- 4 It is permitted to list cast on the poster at the discretion of the Sales & Marketing Director, it is the job of your designer to ensure the placement of cast names works with the overall design.
- 5 You may add an optional roundel with the ticket price - such as 'Tickets from £15'.

Grey panels are guides only. All poster artwork drafts must be submitted to the Sales & Marketing Director and Marketing Manager for approval.

Please be aware we require **3 days** to look at each proof and Park Theatre reserves the right to sign off, so please factor this in to your design time.

5.c. Park Theatre Sign Off Process

The Sales & Marketing Director or Marketing Manager **must** sign off on **all** digital & print marketing materials including, but not limited to:

- Flyers
- Posters
- Outdoor advertising artwork i.e. LEPs/ 4 sheets/ 16 sheets etc.
- Postcards
- Print adverts
- Digital adverts such as web banners, MPUs, email soluses etc.
- Pop up banners
- Video trailers
- Programmes
- Scripts
- Merchandise
- Social media assets such as GIFs or review cards

If any advert or item relates to a performance taking place at Park Theatre, it must be signed off by the Sales & Marketing Director or Marketing Manager and adhere to Park Theatre house style and branding guidelines. Park Theatre are not responsible for any costs incurred due to assets being printed/ submitted without sign off that subsequently have to be pulled.

Sign Off Timeline

The Sales & Marketing Director / Marketing Manager require 3 days to look at each draft. Park Theatre reserve the right to request reasonable amends and make suggestions in line with our house branding guidelines and style. We are a small team and it is not always possible to review drafts immediately, so please factor in a 3 day window for Park Theatre feedback & amends into your timeline.

We appreciate that sometimes it may be necessary to seek sign off urgently due to securing last minute advertising space, if this is the case please call us directly on **0207 167 6635** or mark the email as URGENT.

Even if an advert is particularly urgent, it is not permitted to submit adverts or items to print without the sign off from Park Theatre.

Tour Print

Upon occasion, a production at Park Theatre may be part of a tour whereby adverts refer to performances at multiple venues. Where this is the case, the Park Theatre branding guidelines may be altered slightly but key elements such as the Park Theatre logo will always need to be included. Please contact the Sales & Marketing Director with your tour print drafts and questions before signing off.

5.d. Programmes, Play Texts & Freesheets

Any programme, script, play text or freesheet sold at the venue must be Park Theatre branded and signed off by the Sales & Marketing Director. Please refer to the section on sign off and ensure you leave ample time for proofing and amends in between drafts.

Many producers opt to use the front of their approved A5 flyer artwork as the front cover for their programme or playtext which would adhere to branding guidelines.

Park Theatre ‘About Us’ Inside Pages

Park Theatre have two pages of ‘About Us’ that must be included in any script or programme. This includes: staff and supporter information and information on Park Theatre. Please see files included in this digital pack or request an up to date copy from the Sales & Marketing Director or Marketing Manager.

Where a Programme is Being Produced

Park Theatre reserve the right to sign off on programmes being sold in the venue. The front cover should be on Park Theatre brand and the Park Theatre programme pages included inside.

Park Theatre programmes can be A5, or occasionally A4 for large scale more commercial productions such as musicals.

A5 programmes must be printed on house paper stock, 170gsm uncoated inside pages and 200 or 250gsm uncoated stock for the front and back cover.

We suggest A4 West End style programmes are printed on silk.

Where a New Play Text is Being Produced

Where a new play text is being produced, we recommend using the approved flyer/ poster artwork for the front cover, for consistency. A small Park Theatre logo should be included on the back cover of new play texts being produced and Park Theatre pages should be included inside.

Where a Freesheet is Being Produced

It is possible to print your freesheets at Park Theatre, there will be a printer charge of **£0.05** per sheet of black and white, **£0.20** per sheet for colour. Park Theatre has provided a freesheet InDesign template in the dropbox pack that your designer can use. Please submit a draft of this to the Marketing Manager for approval, and if you require assistance creating your freesheet let us know.

Where an Existing Play Text is Being Sold

Where an existing publication of an old play is being sold and not produced or re-issued for this production, we can relax the inclusion of the Park Theatre logo and pages and sell the script as a merchandise

item via box office. It is the responsibility of the producer to arrange a deal with the publisher for selling existing scripts.

Pricing

The price point for programmes and scripts is set by the producer and can range from £2 - £6.50. The price point will depend on the size, style, quality and content of the programme/ script. Programmes/ scripts will be sold at box office.

Park Theatre take 25% commission on programmes, scripts and merchandise sold. We do not have a separate merchandise stall and please be aware and plan your budgets and quantities accordingly as we do not have a dedicated member of staff to sell merchandise.

Please discuss your price point with the Sales & Ticketing Manager. We can also pre-sell programmes/ scripts online in advance.

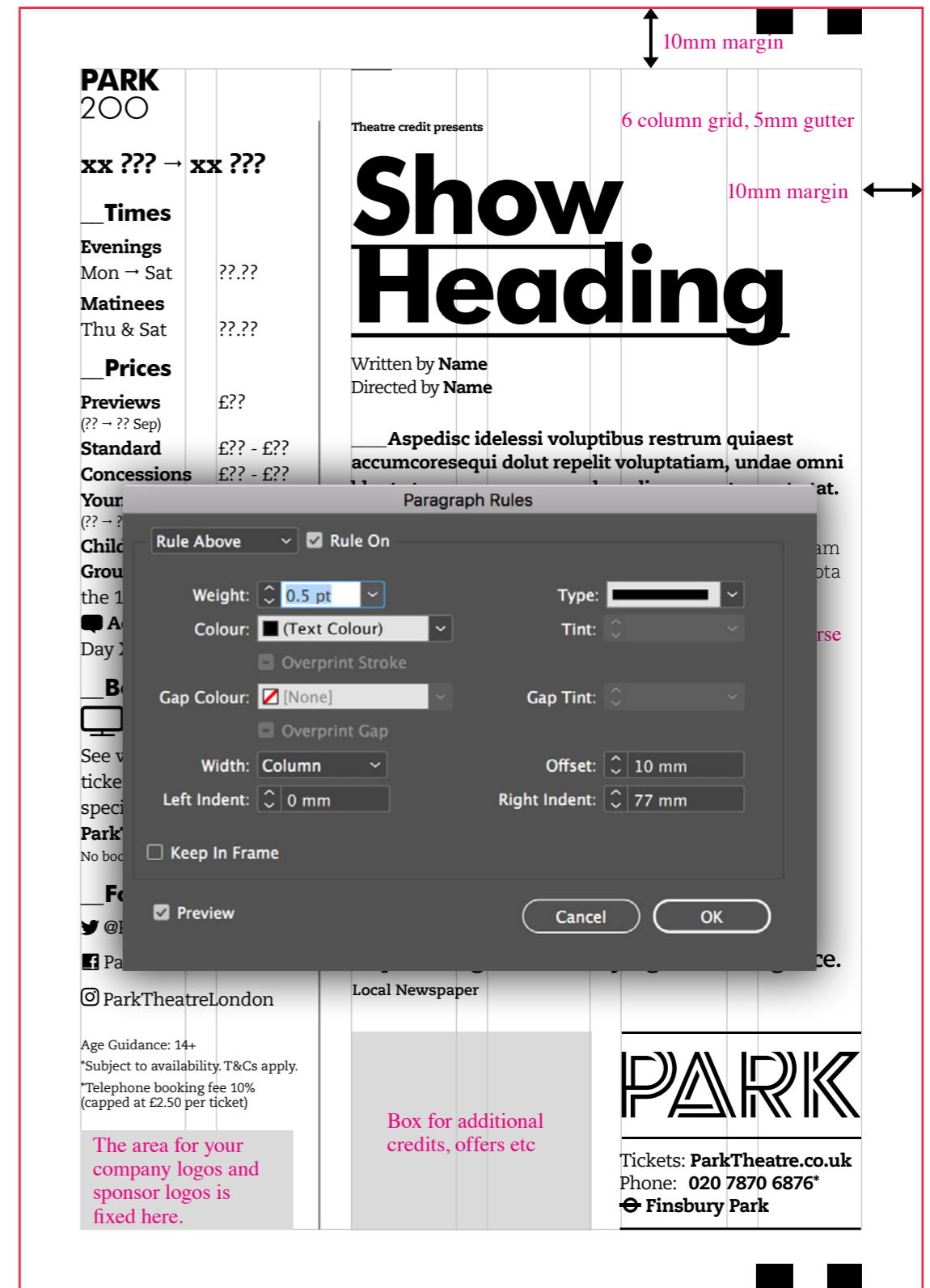
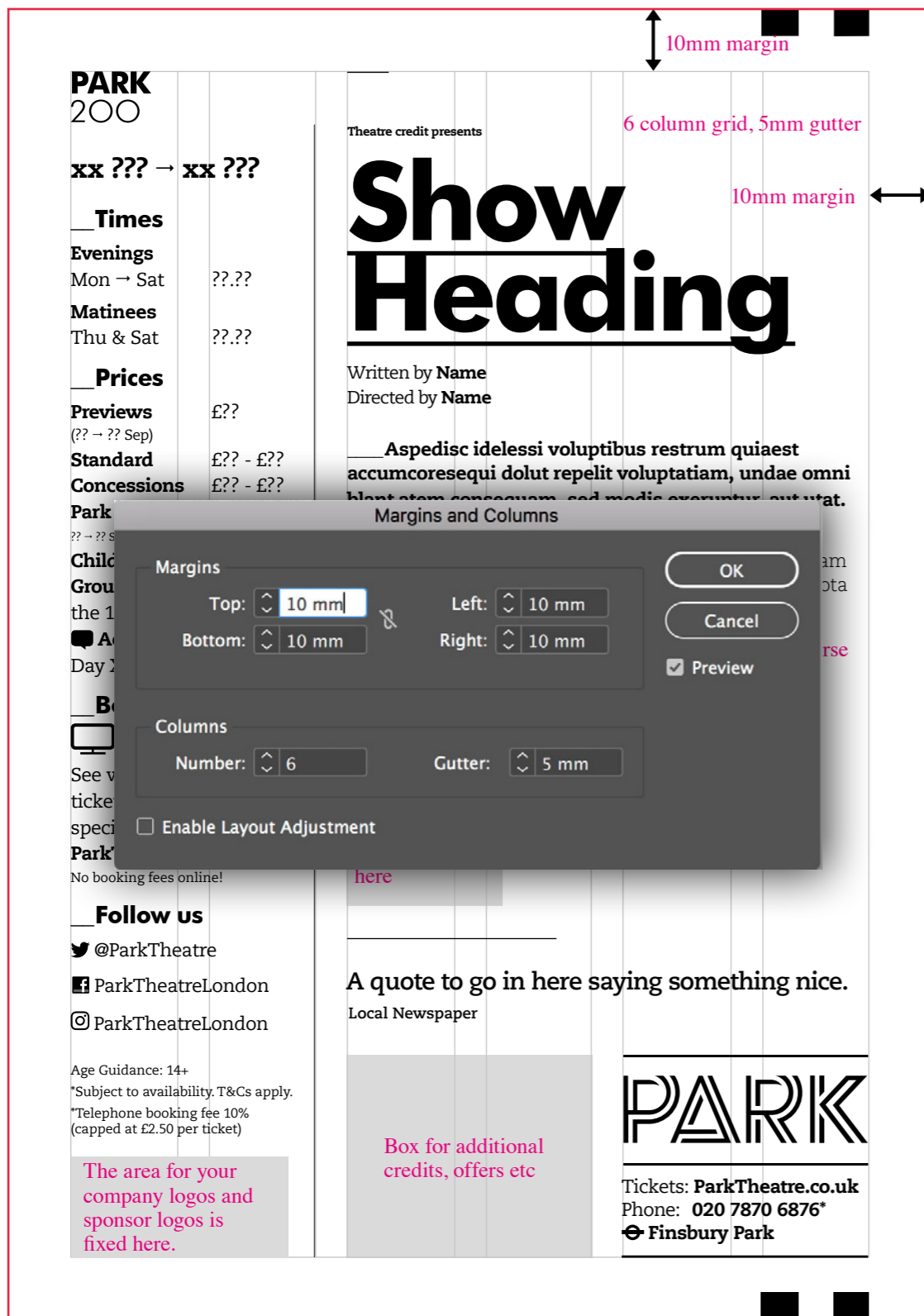
Quantity

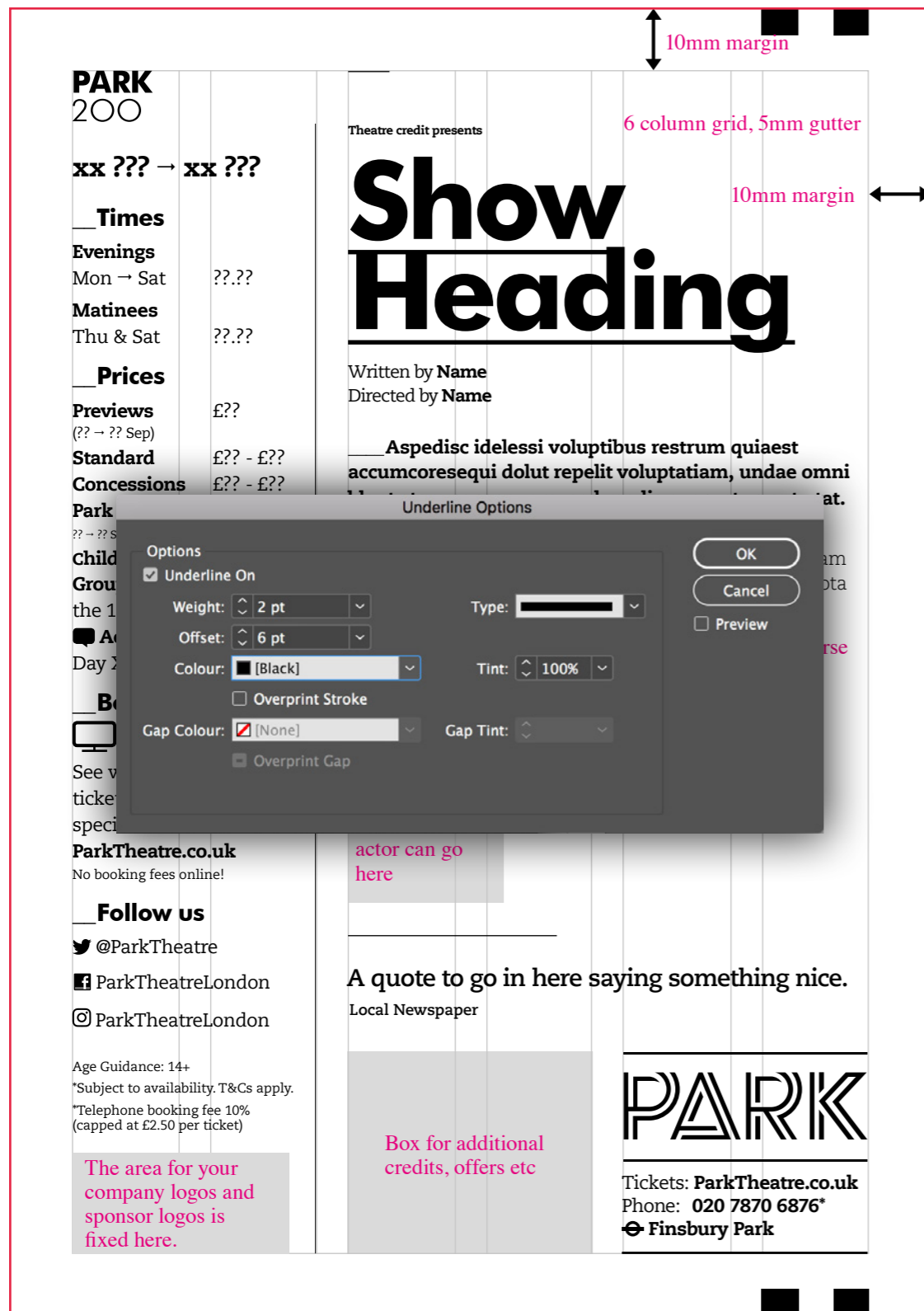
Advising on the correct quantity of programmes or scripts is challenging as it depends heavily on the casting, artwork and price point of the product as well as how busy the show sales are overall. We provide the below as a guide but this should only be taken as indicative as opposed to instruction. Please discuss your proposed quantities with us before ordering. The below totals do not factor in scripts or programmes you may wish to give out to press or guests for free.

Please contact the Sales & Ticketing Manager to discuss the best programme quantity for your production before ordering.

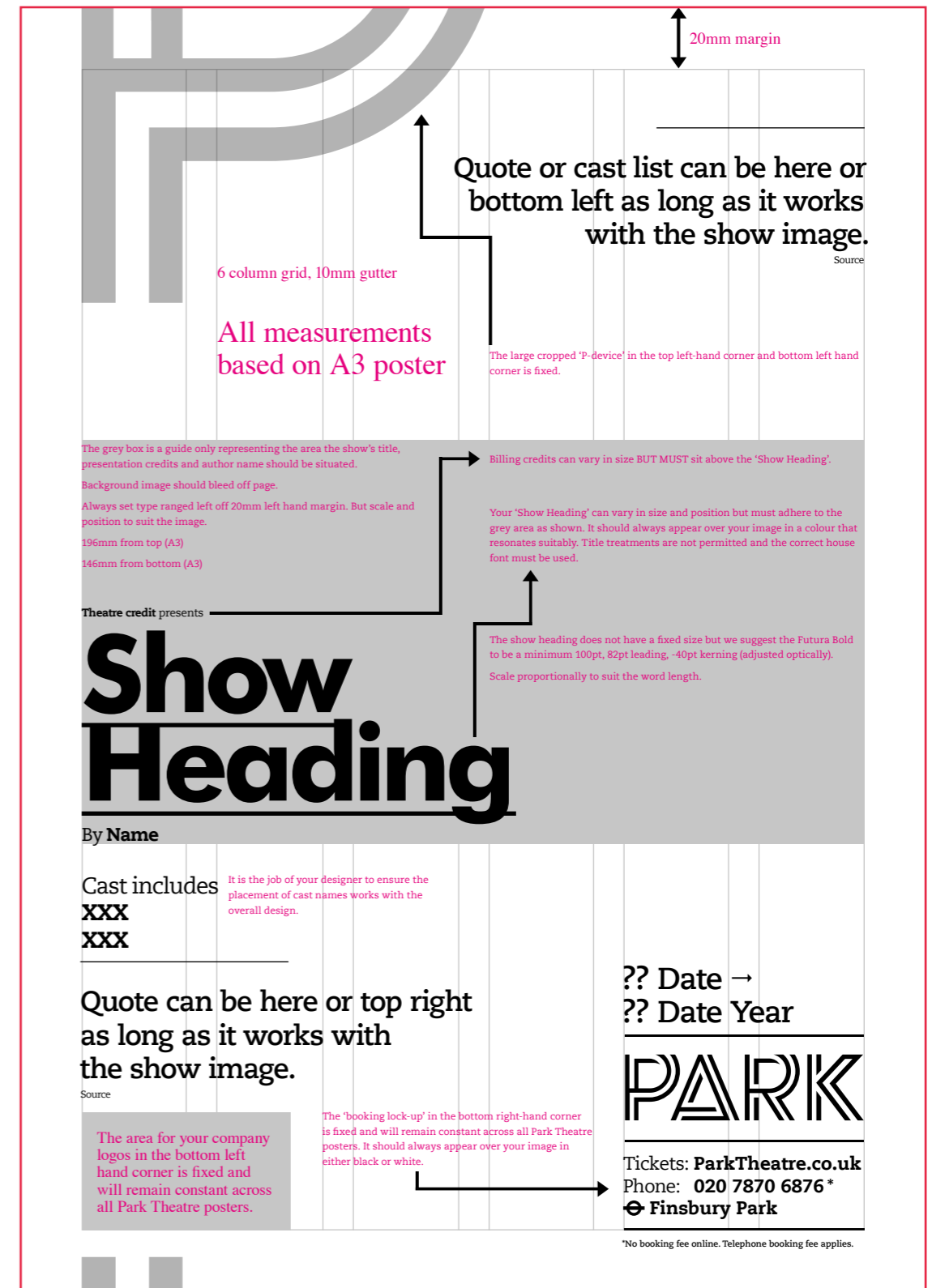
20







A3 Poster – Annotated Guide



>>6

Digital Marketing

6.a. Trailer Branding

We endeavour to support producers in being as creative as possible with their video content whilst also keeping to Park Theatre branding guidelines.

The trailer should end with the template slide provided in multiple sizes in the dropbox folder that you / your designer should populate with the following information:

- Name of the show
- Dates (in Park Theatre style, 3 letter)
- Price or price range
- Park Theatre lockup (see design elements) bottom right
- The P device top and bottom left (see design elements).
- Your show's artwork forms the background of the template (the area which is red on the template)

Please refer to the pictures of previous end cards to trailers that display the necessary information.

To make this even easier for you, we have created a photoshop template file for the end card which you can find in the dropbox folder.

Both the template slide and our animated logo graphic must be added.

Video quality & style

Park Theatre has spent many years developing a slick, high quality style for our video trailers. We would expect that any content you produce meets the quality expectations our audiences have come to expect. Therefore it is highly recommended that you engage a professional filmmaker to help you make your content. Park Theatre reserves the right to request reasonable amendments to trailers, and reserves the right to sign off on anything shared on our platforms.

Please provide proofs of trailers to the Sales & Marketing Director or Marketing Manager in advance for sign off.

We recommend Park Theatre's regular freelance filmmaker Piers Foley Photography: piers@piersfoleyphotography.com / www.piersfoleyphotography.com

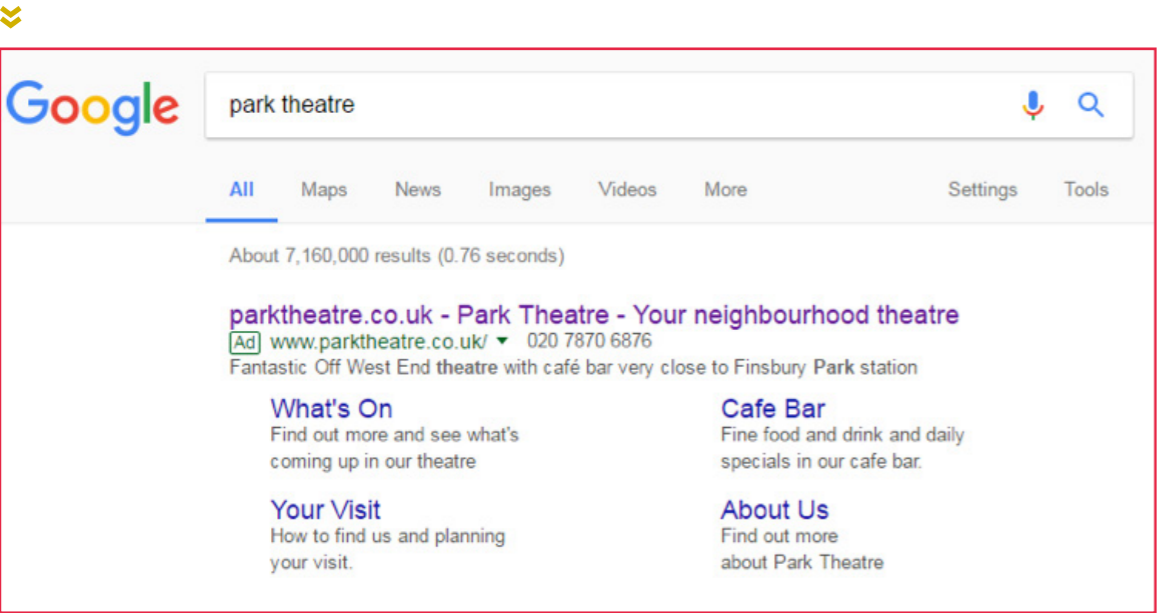
We have an animated Park Theatre branded logo graphic that should be inserted at the start or end of your video, whichever works better in the context of your film. This can be downloaded from the design elements in the producer pack dropbox folder in all sizes needed for all platforms.



6.b. Google Adwords

Park Theatre is a registered charity with a Google Adwords grant. Google Adwords are the promoted ads that appear at the top of your Google search and are a great way of generating traffic to your show page and Park Theatre’s website when people search for relevant terms.

Here is what Google Adwords look like appearing at the top of the search results:



The Sales & Marketing team set up, run and manage the ads in house so as a producer you don’t need to worry too much about this other than being happy about your show adverts appearing high up on the page.

For those experienced in Adwords we invite you to send a spreadsheet of the keywords you think are relevant to your production for us to bid on and we will take these into consideration when setting up the ads. We can also send producers that are interested keyword reports and other reports out of adwords to get the best out of the campaign.

Please note that the grant limits are for search network ads only and bids are limited to **\$2 (USD)**.

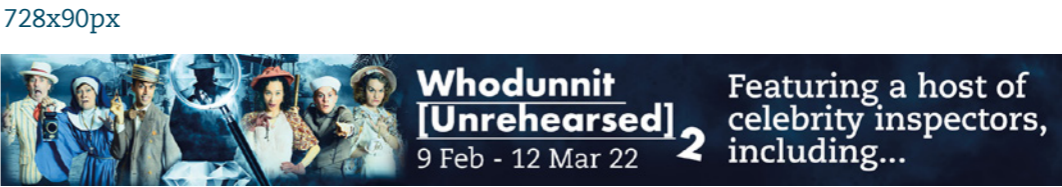
Given that Park Theatre uses a Google Adwords grant to support productions, we ask that other producers and marketing agencies inform us if they intend to set up their own paid search, so that we will not set up any in our account to avoid two sets of ads bidding on the same keyword and therefore inflating the price. The benefit to running all Google Adwords through the Park Theatre account is that customers are directly taken to the best website to enable them to book as efficiently and quickly as possible.

6.c. Web Banners & Digital Ads

We do not have a specific template for web banners, but have provided some recent examples of web banners below and overleaf to act as a guide. We use HTML5 to create animated banners for Google Display Network and other providers, and can introduce you to designers who can create these for you. We have provided recent GDN animated banners in the dropbox folder as a guide.

All web banners must adhere to Park Theatre brand, that is to say use house fonts and key elements such as the **P device, logo and lockup** (as size permits). Static JPGs and GIF animations are permitted.

All banners must be approved by the Sales & Marketing Director or Marketing Manager.



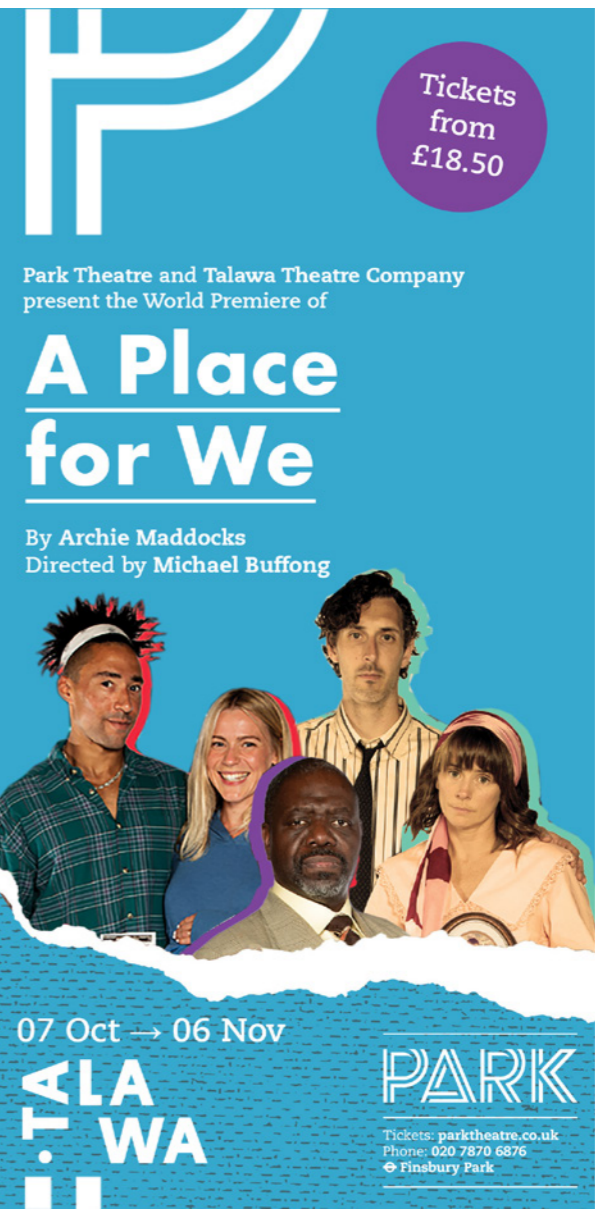
300x250px



300x1050px



300x600px





Logo Usage & Branding Guidelines

The guidance below is indicative of how and where to use Park Theatre branding elements. This is intended as guidance only and does not exclude the Park Theatre sign off process. The Sales & Marketing Director reserves the right to sign off and request reasonable amendments on all marketing materials.

P Device

→ Fixed Element

The large cropped ‘P-device’ in the top and bottom left-hand corners is a fixed element and should remain constant across all Park Theatre print, outdoor and digital marketing materials. It should appear in a colour that resonates with your image and can appear as a tint (30%) and/ or as a device that interacts with your image. It is the job of your designer to ensure a complimentary colour is chosen and applied.

Usage: Used across all print (flyers/ posters/ outdoor/ tube/ print adverts) and digital (banners/ MPUs/ trailers/ social assets etc.) plus other items such as pop up banners.

Park Theatre Lockup

→ Fixed Element

The Park Theatre lockup (supplied) must sit on the bottom right hand corner of print marketing materials. It is not permitted to alter this, move its location or remove the web address or phone number.

Usage: Used across all print (flyers/ posters/ outdoor/ tube/ print adverts) and other items such as pop up banners and trailers. May be used on digital assets as size permits.

Show Headings & Title Treatments

→ Fixed Element

Your show heading can vary in size and position but must be in house font Futura Bold (supplied) and underlined as per house style.

Please note we do not allow title treatments on any Park Theatre print or digital marketing as part of our house style. The show heading should appear over your image in a colour that resonates with your image. It is the job of your designer to ensure a complimentary colour is chosen and applied.

Usage: Used across all print (flyers/ posters/ outdoor/ tube/ print adverts) and digital (banners/ MPUs etc.) plus other items such as pop up banners, window transfers, trailers etc.

Show headings and title treatments may be relaxed slightly if used as part of a tour print, but this is at the discretion of the Sales & Marketing Manager. Please discuss your ideas with us before printing.

Writer, Composer & Director Credit

→ Fixed Element

Under the show title only the writer, composer and director to be credited. They can vary in size but must be in house font and sit with the show heading.

Usage: Used across all print (flyers/ posters/ outdoor/ tube/ print adverts) and digital (banners/ MPUs etc.) plus other items such as pop up banners, window transfers, trailers etc.

Cast Credits

→ Variable Element

We recommend cast crediting should appear on the reverse of A5 flyers to avoid overwhelming the artwork. On other print items such as posters, adverts, outdoor, pop up banners etc. the cast crediting, if needed, should work with the overall design.

Usage: May be used if required across print, digital, outdoor etc. Not recommended if cast are unknown names.

Park Theatre Logos



Park Theatre

This is the main Park Theatre logo that should be used.



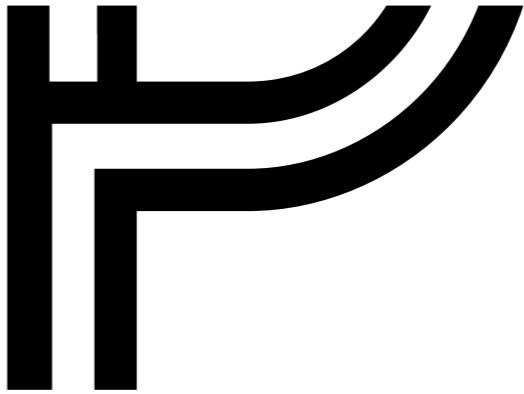
Park 90

This logo can be used on A5 flyers and other print items such as mailings or postcards to denote your performance space. Not needed on other elements such as posters, outdoor, banners or digital.



Park 200

This logo can be used on A5 flyers and other print items such as mailings or postcards to denote your performance space. Not needed on other elements such as posters, outdoor, banners or digital.



P Device

This is a core branding element and must be used on all print, outdoor, banners, pop up banners etc. Also should be used on trailers and digital and other elements when sizing permits. The bottom lines must not be missed off.



Tickets: parktheatre.co.uk
Phone: 020 7870 6876*
📍 Finsbury Park

*Telephone booking fee applies



Park Lockup

Must be included on all print, outdoor, and other elements. Must not be altered. Web, phone and tube information to be included. Telephone booking fee line must be included.



Marketing Around the Building

_____ Park Theatre is a hub to the local Finsbury Park community and our communal Park Pizza and Bar areas are often full of life. Marketing presence around the building is a great way to let local and industry people using the building know about upcoming events.

There are several areas in which Park Theatre offers marketing support to producers around the building:

Flyers & Posters

Park Theatre will pay for the printing (but not designing) of:

- **1500 A5 flyers**
- **3 x A2 posters**
- **5 x A3 posters**

For use around the building only. Upon receipt from the producer of a signed off, print ready artwork file for both flyers and posters, print will be ordered and displayed in the building from 6 weeks before the production. We endeavour to display print earlier than this where we can, but this is not always possible due to the volume of productions programmed at Park Theatre.

Poster space (which is mainly in the toilet cubicles) in the building will be prioritised for 'now' and 'next' productions, we endeavour to find space for productions further out where we can.

Front of House

Advertising Screens

We have three digital advertising television screens front of house, two at box office and one in the upstairs bar. These screens are regularly updated with information on upcoming shows, creative learning courses, fundraising initiatives and accessible performances. The Marketing Manager will include your artwork and show information on a static Now Showing/ Coming Soon slide.

We can also show short trailers (without sound) on the screens. Please provide us with a Park Theatre branded clip of between 10 seconds and 1 minute to be added. We recommend these focus on rehearsal/ show footage and text such as stars/ reviews as there is no sound.

Production Photos

Upon receipt from the producer of a maximum of 10 high resolution (1mb or higher) approved production photos, Park Theatre will print these A4 sized to be arranged on the front of house board by the theatre entrance.

The 10 producer approved photos should contain all of the cast members and a mixture of individual shots and group shots.

We like to have production photos in situ front of house for press night. Photos should be submitted to the Marketing Manager at the very latest one day before press night so that the photos can be sent to the local printer who require a minimum 1 day turnaround time.

Park Theatre will only pay for the printing of one set of photographs, any extra photos requested after press night will be at the producer's own expense.

Inside & Outside

Review Quotes

Post press night Park Theatre will arrange for the printing of review quotes to hang on boards outside the theatre and to be written on the photo display board inside the theatre. Park200 goes on the left, Park90 on the right.

Outside boards

2 x boards per production, with space front and back for 3 x review quotes and 1 x title of the show.

Inside quotes

After press night producers should send an approved list of quotes to the Marketing Manager who will write the review quotes on the front of house photo board. Please clearly submit a word document outlining the 3 quotes for the outside boards and the 5 quotes for the inside boards.

Quotes should be kept short and pithy.

Park Theatre will only pay for one round of outside quotes, any additional quotes requested after this will be at the producer's own cost.

Season Poster

Park Theatre will produce a 'What's On' season poster for display in the light box on the front of the building. The posters will include picture & copy for the next 3 upcoming shows in the season in both auditoria.

Pop Up Banners

It may possible to display a pull up/ pop up banner in one identified location in the bar area front of house.

The design, print and delivery of any pull up banners will be at the producer’s own cost but can be a good way of advertising shows coming up to existing customers in the building. It is not possible to put any pull up banners in the downstairs bar or lower atrium due to this causing an obstruction to audiences during busy periods.

Before ordering any banners, which must be Park Theatre branded and signed off by the Sales & Marketing Director, please check with the Sales & Marketing Director or Marketing Manager as to whether the pop up banner site is available and not being used by another company.

Pop up banner availability is at the discretion of the Sales & Marketing Director and not guaranteed. Pop up banner examples can be found in the dropbox folder.

Window Graphics

Our Bay Window is available to producers to promote their shows with the use of window vinyls. The windows may be used by both Park200 and Park90 producers and use is subject to availability.

Bay Window - permanent parktheatre.co.uk sign to the left pane, 5 centre panes available.

Note that the Park Theatre web address needs to remain on the windows – a new one can either be incorporated into your image (and left when the rest is removed) or you can design around it.

There are various companies offering a service to print & install window vinyls.

Your bay window graphic design must make use of the full front 5 panels - it is not possible to ‘buy’ window vinyl space on a panel by panel basis.

Your chosen company should print, install and remove the graphic; these vinyls are difficult to apply any small creases look bad and are nearly impossible to rectify once applied. Please ensure to factor in both installation and removal costs for the graphic into your budget. Park Theatre must approve all artwork before being sent to print. The producer is responsible for both installation and removal of the graphics (which must be completed within 48 hours of close of the last performance).

Artwork

There are two main styles:

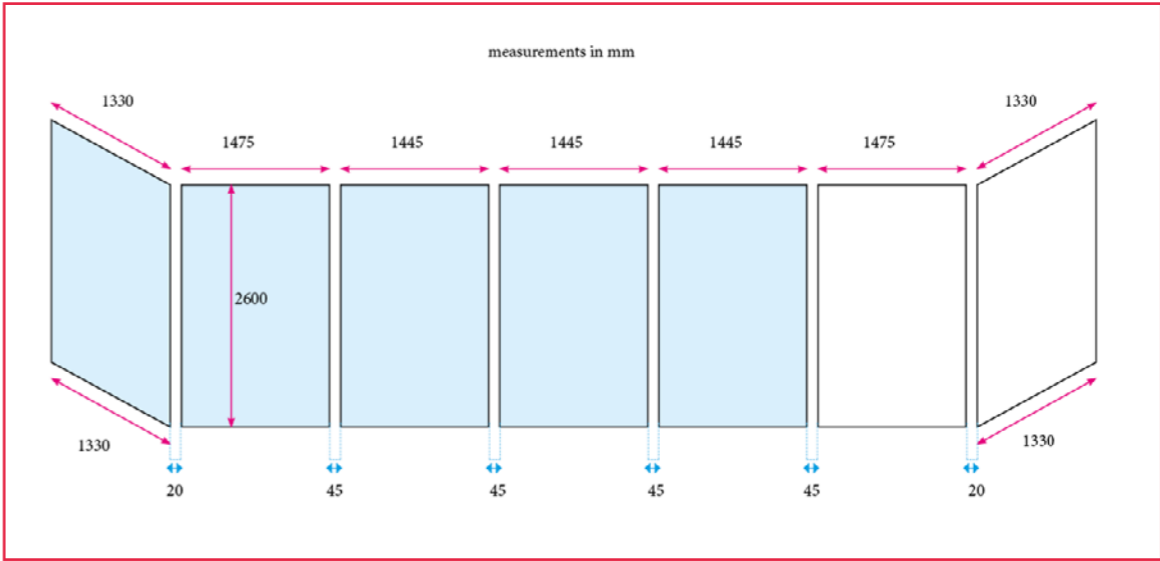
Option 1

Solid vinyl applied on the inside of the window. This can be a combination of solid letters cut from pre-coloured vinyl and a solid or translucent panel with a main image that doesn’t block out too much view or light from either side. This does mean that in summer months the translucent images will not be as strong.

Option 2

Contravision printing, a gauze like finish which means the image can be seen ‘solid’ from the outside of the building but is clear when looking from the inside out. In this case the choice of image and lettering is limitless because there will be no loss of view or light from inside the building. However this option is more expensive, not just due to the print process but also because some companies require the installation on the outside (which involves a scaffolding tower to install and to take down).

Bay Window Dimensions



Example Artwork





⌘
Previous window examples

Boys in the Band
(Option 1) – £1275 + VAT to print, install and remove.
[September 2016]

Solid vinyl image – from Promo Signs with focus on solid vinyl wording, and space left to allow light into the upstairs bar.



We have used Signlex in the past for our signage and they charged the following:

Opening Season
(Option 1) – £559 plus VAT including installation
[May 2013]

Stylised image with focus on the solid wording.



The Gathered Leaves
(Option 1) – £590 plus VAT including installation
[July 2015]

Solid photographic image on transparent vinyl, but less visible in the light. We will not permit solid vinyl images to cover the entire window; to achieve this see Option 2.



Hurling Rubble
(Option 2) – £1,400 plus VAT including installation and takedown [May 2015]

Contravision printing – appears totally solid from the outside, even in high sun conditions. But totally transparent from the inside looking out.



Other Marketing Areas

9.a. Offers, Discounts and Promo Codes

At times it may be necessary to use special offers, discounts and promo codes to help sell your production. Whilst these can be an effective way of targeting potential audiences with an attractive offer, please discuss your ideas with the Sales & Marketing team in advance.

Setting Up Promo Codes

Promo codes are set up by the Park Theatre's Sales & Ticketing Manager via Spektrix. Please email requests to the Sales & Ticketing Manager. Once the offer parameters have been agreed by all parties we will activate the offer for use, we will endeavour to set this up within 3 working days (though cannot be responsible for the activation speed of third party agency sites if being used). Variables we need to know from the producer when setting up the offer/code are:

- For which show this is being applied
- To which dates and times
- To which price band
- Any limitations such as only available on certain dates, limiting the number of uses of the code, limiting the amount of tickets that can be bought via a code by any one customer
- A short code name such as: **THURS10**

Types of offers

- Offers to a specific, relevant crossover segment of the Park Theatre existing database via email. Additional offer emails will be charged at **£75** (see the email guidance section of this pack for further info).
- Offers via social media – we would ask for these to be limited and time based such as a 24 hour flash sale.
- Offers to third parties such as agents, theatre apps (such as Stagedoor), theatre lists, other theatres, WhatsOnStage, etc.
- Company offers such as a special cast and team rate.
- Offers to closed lists such as drama schools or personal contacts

9.b. Partner Company & Data Sharing

We have the Spektrix Partner Company sharing function enabled. This allows customers the option of receiving email communications from your company after your show has finished, helping you to grow your own lists. This data can be shared with you at the end of the run.

Given the data protection regulations (GDPR) which were introduced in May 2018, we have taken the decision not to share or receive 3rd party data. It is not possible for 3rd parties to buy an email list to our database.

9.c. Competitions

Competitions to win tickets to your production are a great fun way of creating a buzz online via social media and word of mouth. Any competitions you are planning with 3rd party websites, agents or publications should be flagged to the Sales & Marketing team with the following information:

- Name of publication running the competition
- Dates the competition is running
- Details of the competition prize

The winner's details should be submitted to the Sales & Ticketing Manager with the following information:

- Name of the winner
- Email address and telephone number of the winner (we require both parts of this information). Telephone numbers are used for booking information purposes only i.e. in case of cancellation, not for marketing)
- Date and time the winner would like to attend

Depending on the popularity of the production it may be necessary to lock off seats for the competitions you are arranging in advance so please notify us of this to ensure we can fit the winners in. All competition tickets will be subject to availability.

One type of competition that works well is an Instagram Follow & Tag competition. This works by sharing rich content such as production photos or a trailer (pictures of recognisable faces/ celebrities garner the most interest) on Instagram with the instruction to:

1. Follow @parktheatrelondon
2. Tag a friend in the comments who would LOVE to see this show
3. Each friend you tag = one more entry into the prize draw (up to 10 entries max)
4. The winner will be drawn on XXX

This boosts social media presence and engagement and gives something back to followers. The competition winner gets 2 x tickets to see the show on the date of their choice as specified in your post. You may wish to allow multiple winners as this can be used as way of discreetly papering earlier/quieter shows.

Please speak to the Marketing Manager about an Instagram competition.

Added value competition prizes

If you intend to offer extra added value to your competition beyond the winning of tickets, for example including a free programme or drink, please discuss these with the team before booking the competition.

Free merchandise items such as a programme included are more straightforward to include whereas producers should be aware that any intent to offer drinks or food as part of the prize will require agreement and planning with the Sales & Marketing Director or Marketing Manager and the Head of Food and Beverage beforehand.

» 10

Educational Marketing and Sales

Schools and other educational establishments can be a fantastic way of bringing in group bookings on relevant productions. Producers will lead on marketing to educational establishments but it's important that all communications strategies, letters and emails are approved by the Sales & Ticketing Manager and Sales & Marketing Director and comply with the Park Theatre brand before sending.

Park Theatre's schools database

Park Theatre have the contact details of some educational establishments in our box office system that can be utilised to help generate bookings for your show. Due to GDPR regulations we cannot share contact information but we can upload the data direct into your chosen mail client (we recommend Stannp.com) once the letter or postcard you intend to send has been signed off by the Sales & Ticketing Manager and Sales & Marketing Director. *(Please refer to the schools letter template in this pack).*

Strategy – emails, letters and phone calls

Team experience has shown that teachers and lecturers respond better to a physical letter landing on their desks than emails

alone. Feedback we have had is that educational leaders are often too busy to spend time in front of emails during the week and coupled with turnover of staff, a physical letter in pigeon holes can sometimes be a better way of getting to the right people sooner. With around one hundred educational establishments on our 'hot' list, a mailing with a well-designed letter and show flyer will be inexpensive.

We recommend sending a physical letter with show flyer followed by a phone call and email a week later to ensure the comms have been received, and if not, re-sending to the new contact.

Educational marketing can require some investment in emails, letters and phone calls but can absolutely be beneficial if your production is relevant to schools. Park Theatre's Sales & Marketing team cannot coordinate mailings or undertake calling schools on your behalf.

Letter/ email content

As teachers are often very busy, clearly and easily laying out in the letter the curriculum benefits and areas of study most relevant will allow them to easily see how this theatre trip ties in with their key learning objectives.

Examples of clear and well-presented educational letters that we have drafted into a house branded template are available via the Dropbox folder for you to use.

It is useful to remember that schools in our area are culturally and ethnically diverse and therefore emphasising these aspects of your production via marketing copy or images, if appropriate, may result in a more positive response.

Schools and Educational Bookings

Bookings are handled by the Sales & Ticketing Manager directly. This ensures teachers have one clear point of contact for their group booking and can discuss their access requirements or packed lunch needs for example. In your communications you should include the following contact information for schools booking requests:

Matthew Barker

Matthew.Barker@parktheatre.co.uk

0203 6974 185

The lead contact at the school should contact the Sales & Ticketing Manager with details of the rough number of tickets they need and if the group has any access requirements. Our box office system will generate an invoice which the Sales & Ticketing Manager will send. Confirmation of final number and full payment is required either two months after the booking is made, or one month before

the performance – whichever is soonest. Park Theatre's Sales & Ticketing Manager will clearly communicate with schools their expected payment dates.

Educational Pricing

Park200: £10 per ticket

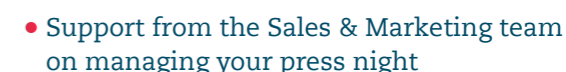
Park90: £8 per ticket

For ever 10 tickets, a complimentary staff ticket is offered, if required. Additional staff tickets can be purchased at the educational rate.

It may also be possible to implement a special offer such as early booking offers, but we keep the schools pricing standardised to avoid competing against other shows in the venue.

Age guidance

Appropriate age guidance is a must for teachers. Things to consider include: swearing, thematic content, scenes of a sexual nature, violence, drug use, the nature of relationships in the play (i.e. are they appropriate, student/ teacher etc.) It is advised that you send the teacher a copy of the script in advance of booking or attending so that they can assess suitability themselves before booking to avoid any problems on or after the event.



It is important to remember that Park Theatre’s marketing channels exist to support your main marketing campaign but our existing audiences **cannot** provide the basis of your entire campaign alone. Your own company, producer or freelance marketer should manage and run the main marketing campaign which should never be limited to the Park Theatre marketing as outlined in this pack. The list on page 49 does not constitute any part of a contract with Park Theatre and should not be considered exhaustive marketing activity for your whole campaign.

We enjoy talking about ideas and ways in which we can support your campaign, so do **get in touch**.

Who should I go to?

So you know who the best person in the Park Theatre Sales & Marketing team is to contact, we’ve made you a cheat sheet! This list is not exhaustive or a complete representation of our day to day roles, but serves as a quick reference of who is the best person to speak to in the first instance.

Sales & Marketing Director	Marketing Manager	Sales Manager
Sign off on all marketing materials (print/ digital/ outdoor)	Leading on Park90 comms	Third party ticketing agency sales, set up, offers and reporting
Strategic & campaign discussions/ ideas	Paid & organic social media (facebook, twitter, instagram)	Spektrix reports and insights
Audience development	Google Adwords	School and group bookings
Park Theatre brand guardian	Solus emails and newsletters	Locks, holds, producer tickets and comps
Season announcement	PS swaps	Offers, discounts and promo codes
Overall pricing strategy	Website amendments	Competitions
Sign off on playtexts and programmes	Photography and filmmaking	Press night lists and seating plans
Photography and filmmaking	Proofing all marketing assets (print/ digital/ outdoor)	General box office enquiries
Press release sign off	Park Theatre branding guidelines	Customer service & customer relationship management
Audience insights	Marketing presence around the building	Box office system programming

PR & Publicity

Mobius – General Info For Producers

About

Established in 2003, the award-winning team at Mobius provide PR, marketing, design, print and distribution services for the arts, specialising in theatre, comedy and dance. Mobius work to support some of the most exciting venues, companies and practitioners in the UK with a track record of success in London, on the national touring circuit and at festivals across the UK. The team pride themselves on a detailed understanding of the industry, a history of developing cutting-edge marketing techniques and a passion for live performance.

Mobius are retained as press representatives for Park Theatre and are also able to discuss providing tailored press campaigns to support productions at the venue. For more information on what Mobius do or to discuss a tailored campaign, please visit www.mobiusindustries.com, or contact emma@mobiusindustries.com

Season Press Release

Ahead of each season, Mobius will write a complete season release to be issued concurrently with the season brochure (or on a nominated date if no season brochure is produced). This will be the first communication externally with both the media and the public for each production, and all parties should maintain confidentiality, especially on social media channels, before this point.

Park Theatre will have overall approval on both scheduling and overall content of the season release, which will include signed off copy for each production in the listings section of the release, supplied directly from the producer via the show set up form. Due to the volume of shows/ producers featured in a season press release, individual producers are not offered sign off on the release beforehand, however a copy will be provided for your records on the day of release.

Campaign support

Prior to the season announcement, Mobius will advise individual producers on and agree a press night, which they will book into the SOLT clash diary.

At the start of a campaign, a representative from Mobius will talk with producers to discuss the support Mobius can provide either as part of the Park Theatre package, or as an additional bespoke campaign. In this initial meeting, Mobius will discuss timelines for the productions and explore the angles, including casting, approach and themes.

Should the producer enlist the services of an external publicist for representation, the publicist will be required to share with Mobius the prospective press night date so that Mobius can advise on internal Park Theatre clashes. Mobius will also attend the initial production meeting to provide any necessary continuity or feedback from their experience working with Park Theatre.

For companies with no external PR representation

- Six to eight weeks (or at an appropriate time), Mobius will issue a solus release for the production, which will be signed off both by the company and Park Theatre. The press release will go to Mobius' full database of national, arts, local and lifestyle titles, and additional specialist titles as appropriate to the production.
- Any responses from publications for images, interviews, press tickets or further information will be managed and the company updated.
- Mobius will release rehearsal and production shots at the appropriate moment.
- Approximately two weeks before opening, or at an agreed time, Mobius will follow up with an invitation to review. Subject to capacity, invitations to key media figures may also be extended.
- Mobius will keep the producer updated with press tickets, and will book all tickets through Park Theatre. Park Theatre's standard press night allocation is 50 tickets for Park200 and 30 tickets for Park90.
- Mobius will manage the press night, greeting press on arrival and offering refreshments.
- Following the press night, Mobius will keep the company updated on reviews as they are published.

For companies with external PR representation

Mobius will work with the producers chosen representative, providing any necessary support and feedback from Park Theatre’s wider communications strategy, and advising on cross-production themes and local publications.

- The representative will be asked to liaise with Mobius and Park Theatre around the timings of releasing images and photocalls.
- Mobius ask that they have access to any assets (images, video, press release) from the production to ensure a speedy response to press queries relating to the venue, and will keep the press representative fully updated on any queries relating to their production.
- Mobius will attend the press night alongside the representative, and will work with the representative to update Park Theatre on coverage.
- Mobius, along with Park Theatre’s Sales & Marketing Director, reserves the right to sign off communications relating to Park Theatre.

The following does not fall within the remit of the Park Theatre’s package; if a producer requires an extra level of support, Mobius are happy to discuss a bespoke arrangement.

- Additional meetings outside of the initial meeting
- A fuller PR campaign, such as making specific approaches, arranging exclusives, inviting diarists or photographers, sending multiple or repeated press releases
- Sharing detailed press lists, though Mobius are happy to answer specific questions

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Press Night Guidance

Seating Allocations

The press night seating allocations per venue are as follows:

– Park200

Park Theatre guests = 30

Press tickets = 50

Producer = to fill the remainder

– Park90

Park Theatre guests = 10

Press tickets = 30

Producer = to fill the remainder

Please note the exact capacity of P200 or P90 is dependent on your production, so please check how many tickets you have for your guests with the Sales & Ticketing Manager based on your production's capacity before sending invites.

Invitation Process

Park Theatre's Administrator will send out email invitations to its guest list 4 – 6 weeks before the press night of the production and will advise the producer of the exact date near the time.

A list of the names of invitees, without contact information, is available on request to prevent overlap. Please note this will not be provided to producers unless directly requested, so please request our list in advance if you would like to avoid doubling up on invitations. Please share the names on your list with our Administrator in advance to ensure we are not doubling up on invites.

Invitations are coordinated by the Park Theatre Administrator.

Mariah.Sayer@parktheatre.co.uk

Park Theatre has a standard press night invitation template. Examples of this are provided in the dropbox folder.

Seating Plans

At Park Theatre we have found the most efficient way of completing press night seating plans for Park200 (not applicable for Park90 as it is unreserved seating) is to arrange a meeting the working day before press night. The seating meeting can take place at Park Theatre in the Sales & Marketing office, or via a remote video meeting. The compiled press, Park Theatre guest and producer guest lists must be supplied in advance of the meeting complete with contact email addresses to facilitate the sending of e-tickets. Please note that these email addresses will not be used for marketing purposes and can be removed from our system after the tickets have been issued upon request.

The Sales & Ticketing Manager will discuss the seating plan with a representative from the production company and PR company if requested.

Producers must categorise their guests in order of importance A, B & C to ensure that guests from all lists are sat in the best possible seats and make the process as efficient as possible.

Attempting to complete the seating plan any sooner than this results in additional work as press night guest lists are subject to frequent changes in the run up to the event.

The Sales & Ticketing Manager will then complete an Excel version of the seating plan based on the discussions in the seating meeting and the A, B or C categorisation in the guest lists. This will be shared with all parties first thing on the morning of the press night and any amendments must be requested by 11am.

All tickets will then be issued digitally as e-tickets (in line with our Covid & Green policies) by 3pm on the day of the press night at the latest. There will be no paper tickets for collection.

Park90 Press Nights

Since there is unreserved seating in Park90, a seating meeting is not necessary. Press and producer guest lists, along with contact email addresses for e-tickets, should be provided no later than 11am on the day of the press night. These lists should include any notes about access requirements, for which seats can be reserved. We do not reserve seats in Park90 for VIPs – only for those who have specific access requirements.

Managing the event

Either the Sales & Ticketing Manager or Sales & Marketing Director will help manage the smooth running of the press night with one of our box office supervisors. We can print tickets, but only for those guests who cannot access their e-tickets.

A press desk will be set up next to box office for the PR rep to welcome reviewers, hand out programmes & drinks vouchers.

The Sales Manager or Sales & Marketing Director will handle any last minute drop outs, returns or problems. We will keep a note of any returned tickets and flag any prominently placed gaps and fill them to the best of our ability before the start of the show (Park200 only).

While we appreciate producer support in greeting guests, please be assured that Park Theatre's Sales & Marketing team have managed many press nights and have strong systems and processes in place for the event. If you have any questions about guests or tickets during the course of the evening

please direct them to the Sales & Ticketing Manager or Sales & Marketing Director or to the box office supervisor who will assist.

We kindly ask that producers do not step behind the box office desk – due to GDPR we cannot share any information on our box office system.

Press Night Drinks and Party

Park Theatre will provide and pay for press welcome and interval drinks (if there is an interval). Press drinks are paid for by Park Theatre and does not extend to guests or members of the company. Your chosen PR representative will manage the press desk and hand out drinks vouchers that can be redeemed at the bar.

Our Head of Hospitality can assist in organising a post-show drinks & food reception or party if you wish. Requests for catering should be given well in advance as it is not possible to complete food catering requests at short notice. Post show drinks and food are at producer expense.

Please note that Park Theatre is an open and welcoming building and at any time when there is a press night for one show it is likely there are also paying customers in the second space who are also entitled to use the bar areas during intervals and post-show.

We do not allow exclusive use of the upstairs bar on press/ guest nights due to our policy of being an open and welcoming building for all. We also do not allow press/ guest nights to be ticketed via the use of wristbands or similar for the same reason.

Should you be planning a specific gala event, please contact the Artistic Director to discuss your plans.

Press Night Photographers

It is permitted to arrange a press night photographer to take party photos post-show. If you intend to do arrival or pre-show photography please discuss this with the Sales & Marketing Director first as the downstairs arrival areas become very crowded and is not always practical. Park Theatre is a two venue space so at any time when a press night is occurring a paying audience will be using the front of house areas. Your PR company may arrange a photographer, or you can hire one.

Sales Reports

We are able to provide you with various reports including, but not limited to, sales, customer behaviour, demographics and special offers. These are generated from our box office system, Spektrix.

Please note that example reports used in this section are from *Sydney & The Old Girl*, a Park Theatre production. The reports have been edited for ease of viewing, but are visually as close to the reports you will receive as possible.

Daily Event Sales Report

Each morning Spektrix will automatically send you an **Event Sales Report – Instances Summary** which will look like this:

Event Sales Report - Instances Summary

Including data for 36 instances of Sydney & The Old Girl

Sydney & The Old Girl													
Sales & Reservations													
Offers & Discounts													
Allocation (Locks)													
Tax (incl Res'd)													
Instance	# Sold	# Res'd	# Available	Value Sold	Value Res'd	Remaining Value Available	Financial Capacity	# Tickets w. Offers	Offer Discount Value	# Comps	Sold or Res'd Allocations	Available Allocations	Net
30/10/2019 19:30	0	0	183	£0.00	£0.00	£3,364.50	£3,938.00	0	£0.00	0	0	31	£0.00
31/10/2019 19:30	204	0	8	£3,504.50	£0.00	£130.50	£3,938.00	2	£10.50	14	16	2	£583.46
01/11/2019 19:30	202	0	6	£3,488.00	£0.00	£90.00	£3,938.00	2	£27.00	13	22	6	£580.71
02/11/2019 15:00	209	0	1	£4,942.50	£0.00	£18.00	£5,685.50	3	£63.00	12	20	4	£824.08
02/11/2019 19:30	205	0	5	£5,641.00	£0.00	£104.50	£6,441.00	3	£71.50	13	22	4	£940.70
04/11/2019 19:30	205	0	1	£4,334.50	£0.00	£27.50	£5,185.00	5	£62.50	19	17	8	£722.07
05/11/2019 19:00	205	0	6	£0.00	£0.00	£90.00	£90.00	0	£0.00	205	15	3	£0.00
06/11/2019 19:30	201	0	4	£5,019.00	£0.00	£95.00	£5,685.50	1	£15.00	2	5	9	£836.81
07/11/2019 15:00	209	0	1	£4,219.00	£0.00	£26.50	£4,831.50	2	£24.00	13	9	4	£703.27
07/11/2019 19:30	205	0	7	£5,110.00	£0.00	£133.00	£5,685.50	0	£0.00	7	13	2	£852.06
08/11/2019 19:30	210	0	0	£6,064.50	£0.00	£0.00	£6,441.00	1	£23.50	3	16	4	£1,011.30
09/11/2019 15:00	206	0	1	£5,008.00	£0.00	£18.00	£5,685.50	3	£77.50	10	21	7	£835.03
09/11/2019 19:30	203	0	3	£5,668.00	£0.00	£94.50	£6,441.00	4	£107.50	10	7	8	£945.16
11/11/2019 19:30	207	0	2	£4,773.50	£0.00	£39.00	£5,185.00	1	£27.50	4	7	5	£795.16
12/11/2019 19:30	205	0	5	£4,647.00	£0.00	£94.50	£5,185.00	7	£34.00	7	14	4	£774.09
13/11/2019 19:30	208	0	0	£5,102.00	£0.00	£0.00	£5,685.50	1	£29.50	7	14	6	£850.69
14/11/2019 15:00	206	0	1	£4,288.50	£0.00	£14.00	£4,831.50	1	£26.50	4	5	7	£714.93
14/11/2019 19:30	209	0	2	£5,232.00	£0.00	£45.00	£5,685.50	0	£0.00	5	9	3	£872.40
15/11/2019 19:30	206	0	0	£5,995.00	£0.00	£0.00	£6,441.00	0	£0.00	1	3	8	£999.67
16/11/2019 15:00	209	0	2	£4,881.10	£0.00	£36.00	£5,685.50	2	£24.40	11	11	3	£813.69
16/11/2019 19:30	211	0	0	£5,776.00	£0.00	£0.00	£6,441.00	1	£24.50	15	12	3	£963.18
18/11/2019 19:30	210	0	2	£4,718.00	£0.00	£30.00	£5,185.00	1	£18.50	10	10	2	£785.88
19/11/2019 19:30	209	2	0	£4,865.50	£45.00	£0.00	£5,185.00	12	£82.50	2	9	3	£818.01

The file name will show you the date the report was run. At the top of the report you will see the number of performances (termed as ‘instances’ on Spektrix) of your production at Park Theatre. Below this information is a breakdown of sales per instance, this will allow you to track which instances are selling well and which may need more marketing support.

The end of the report will look like the example below. This will continue to show you the sales per instance as well as a summary of the total number of seats sold/reserved/ticket type/locks/offers and your financial and seats targets. If you have a financial target, please inform the Sales & Ticketing Manager and add it to your initial show set up form so we can add this to your report. If you do not give us a specific target, both % financial target and % seats target will be set at 70% of the overall capacity.

These reports will be sent to the Producer(s) and Marketing contacts for your show as specified on your show set up form, if you wish it to go to other contacts please provide relevant email addresses to the Sales & Ticketing Manager. These reports will be set up to arrive daily but if you prefer to have them weekly, or multiple times throughout the day, please inform the Sales & Ticketing Manager.

Sydney & The Old Girl													
Sales & Reservations													
Offers & Discounts													
Allocation (Locks)													
Tax (incl Res'd)													
Instance	# Sold	# Res'd	# Available	Value Sold	Value Res'd	Remaining Value Available	Financial Capacity	# Tickets w. Offers	Offer Discount Value	# Comps	Sold or Res'd Allocations	Available Allocations	Net
20/11/2019 19:30	208	0	3	£5,242.50	£0.00	£88.50	£5,685.50	1	£29.50	5	9	3	£874.20
21/11/2019 19:30	211	0	0	£5,208.00	£0.00	£0.00	£5,685.50	0	£0.00	8	13	3	£868.39
22/11/2019 19:30	208	0	2	£6,083.50	£0.00	£59.00	£6,441.00	1	£13.00	1	14	4	£1,014.47
23/11/2019 15:00	210	0	0	£5,036.00	£0.00	£0.00	£5,685.50	1	£25.00	8	9	4	£839.60
23/11/2019 19:30	211	0	0	£6,109.00	£0.00	£0.00	£6,441.00	1	£24.50	5	10	3	£1,018.72
25/11/2019 19:30	211	0	0	£4,728.50	£0.00	£0.00	£5,185.00	1	£19.50	12	9	3	£787.71
26/11/2019 19:30	206	2	3	£4,750.50	£22.50	£57.50	£5,185.00	13	£86.50	5	9	3	£795.13
27/11/2019 19:30	207	3	2	£5,283.00	£54.50	£36.00	£5,685.50	1	£13.00	2	10	2	£890.02
28/11/2019 15:00	211	0	1	£4,420.00	£0.00	£20.00	£4,831.50	1	£16.50	6	9	2	£736.81
28/11/2019 19:30	210	0	1	£5,355.00	£0.00	£18.00	£5,685.50	0	£0.00	4	12	3	£892.97
29/11/2019 19:30	209	0	2	£6,073.00	£0.00	£40.00	£6,441.00	0	£0.00	3	14	3	£1,012.68
30/11/2019 15:00	0	0	195	£0.00	£0.00	£5,195.50	£5,685.50	0	£0.00	0	0	19	£0.00
30/11/2019 19:30	211	0	0	£5,981.00	£0.00	£0.00	£6,441.00	1	£29.50	8	15	3	£997.35
TOTALS	7,057	7	449	£167,547.60	£122.00	£9,965.00	£194,574.00	73	£1,006.40	454	410	191	£27,950.40

Ticket Type	# Sold & Res'd	Value Sold & Res'd
65+	1,203	£24,256.00
Child (16 and under)	17	£325.00
Comp	427	£0.00
Equity/BECTU	17	£384.50
Standard	5,400	£142,704.10

Lock Type	Total Allocation	# Sold & Res'd	Value Sold & Res'd
Capacity Lock	149	29	£422.00
Development	73	61	£1,157.00
Park Theatre	183	163	£3,291.50
Producer	67	50	£413.00
Wheelchair	33	28	£552.50
Wheelchair (No Web)	32	28	£394.00
Wheelchair Companion	33	28	£325.50
Wheelchair Companion (No Web)	31	23	£289.00

Offer Type	# Applied	Discount Value
Essential Companion	19	£460.00
N Tuesdays - local resident discount	30	£162.00
Park Up/Young Patrons £10 tickets	10	£121.00
Standard Group Booking Offer	6	£150.50

Event Seats Target	Event Financial Target
4,537	£128,795.00

Daily Wrap Report

You will receive a Daily Wrap Report that shows you how your ticket sales have moved each day and how many weeks out you are from the show opening. The report will also show the ‘wrap’:

This is a ‘wrapping up’ of:

- Total weekly sales from Monday – Friday
- Total weekend sales Saturday & Sunday
- Total full week wrap, Monday – Sunday

Event Sales Comparison Report

This report can be set up upon request and allows you to track the sales week by week of your current production alongside the sales of your previous shows at Park Theatre. This report can only be set up for producers who have had more than one production at Park Theatre to compare against. It is not permitted to share sales data from other producers/ shows with you (if not produced by you), but the weekly averages report (as outlined below) will provide you with an indication of how well you are tracking in terms of advance sales overall. If you would like an event sales comparison report setting up you need to request this directly from the Sales & Ticketing Manager.

Weekly Averages Report

Each producer will receive a weekly average sales tracker on Monday morning. This report shows how many weeks out from opening your production is, the next column shows your sales for that week, the next column shows the average sales for your auditoria (Park90/ Park200) for that week and the final column shows the cumulative total of sales (which is so you can see how the average is calculated, but does not relate to your show specifically).

This report gives you a good basis to understand if your sales are on track or falling behind the average in Park90/ Park200.

Other Reports

At your request we are able to offer you four other types of standard report:

- **More detailed event sales reports**
- **Customer Behaviour Analysis:** booking patterns, crossover shows, sales channels
- **Customer Demographic Analysis:** ticket type, age, postcode
- **Offer Analysis**
- **Agency sales report**

Bespoke Reports

As we use Spektrix we are able to create bespoke reports. If there is a type of report/ information that you feel will be essential to the success of your show please send your request and an example of the report you would like through to the Sales & Ticketing Manager. Note that the creation of these reports is at the discretion of the Sales & Marketing team, and alternative reports may be offered as a substitute. Bespoke reports will also have to be requested via Spektrix and will take some time to complete.

Weekly Averages Report

Madame Rubinstein
Park200

(see table on the right)

Calendar Weeks From Opening Night	TOTAL Value of Sales	Average	Cumulative Value of Sales (11 events)
-35		£71.41	£785.50
-34		£411.23	£4,523.50
-33		£467.18	£5,139.00
-32		£514.64	£5,661.00
-31		£534.59	£5,880.50
-30		£738.27	£8,121.00
-29		£1,587.14	£17,458.50
-28		£1,810.41	£19,914.50
-27		£2,009.50	£22,104.50
-26		£2,173.32	£23,906.50
-25	£1,563.50	£2,612.23	£28,734.50
-24	£12,066.50	£4,471.18	£49,183.00
-23	£14,476.00	£4,925.77	£54,183.50
-22	£16,392.50	£5,298.77	£58,286.50
-21	£17,862.50	£5,684.50	£62,529.50
-20	£18,943.00	£6,053.50	£66,588.50
-19	£20,281.00	£6,723.14	£73,954.50
-18	£21,871.50	£8,227.00	£90,497.00
-17	£23,206.00	£8,755.64	£96,312.00
-16	£27,182.00	£9,593.91	£105,533.00
-15	£30,503.50	£10,437.68	£114,814.50
-14	£33,371.00	£11,537.50	£126,912.50
-13	£36,292.50	£12,951.77	£142,469.50
-12	£40,882.00	£13,875.41	£152,629.50
-11	£43,183.00	£14,599.50	£160,594.50
-10	£47,286.00	£15,536.59	£170,902.50
-9	£50,269.65	£16,726.33	£183,989.65
-8	£54,594.15	£17,751.97	£195,271.65
-7	£61,503.65	£19,373.92	£213,113.15
-6	£87,045.65	£22,786.42	£250,650.65
-5	£97,413.65	£25,063.88	£275,702.65
-4	£103,898.15	£27,707.01	£304,777.15
-3	£112,680.15	£30,629.51	£336,924.65
-2	£123,272.15	£35,483.20	£390,315.15
-1	£130,577.65	£39,632.29	£435,955.20
0	£131,832.65	£46,619.08	£512,809.92
1	£134,349.16	£57,066.29	£627,729.23
2	£137,266.66	£66,071.09	£726,781.96
3	£140,088.66	£71,062.59	£781,688.46
4	£142,260.16	£73,860.49	£812,465.36
5	£142,260.16	£73,922.40	£813,146.36
6	£142,260.16	£73,925.12	£813,176.36
7	£142,871.16	£73,997.90	£813,976.86
8	£142,871.16	£74,068.35	£814,751.86
9	£142,871.16	£74,137.08	£815,507.86
13	£142,871.16	£74,189.26	£816,081.86

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House Seats,
Producer Seats
& Comps

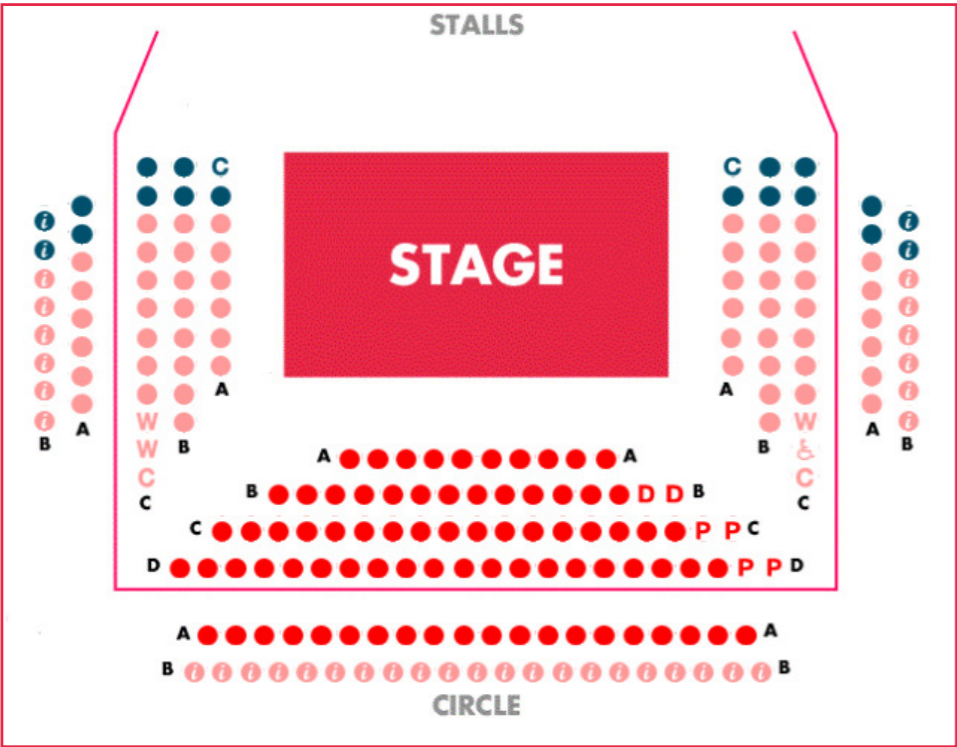
_____ Park Theatre requires certain seats in both P200 and P90 to be locked/ reserved for various reasons. Please see the relevant theatre space below for specific information on locks and holds.

PARK200

– Below is a seating plan of P200

The seats in dark red are Band A, and those in light pink are Band B, those in blue are

Band C. P200 is allocated seating. Park Theatre sets the ticket prices of the venue and these cannot be changed on a show by show basis.



As of May 2022, Park200’s pricing structure is:

Performance	Band	Standard	Concession
Previews	All	£18.50	N/A
Mon & Tue	A	£27.50	£27.50
	B	£22.50	£18.50
	C	£19.50	£18.50
	Standing	£15.00	N/A
Thu Mat	A	£26.50	£26.50
	B	£20	£16.50
	C	£18.50	£16.50
	Standing	£14.00	N/A
Wed, Thu, Sat Mat	A	£29.50	£29.50
	B	£25	£18.50
	C	£22.50	£18.50
	Standing	£18.00	N/A
Fri & Sat Eve	A	£32.50	£32.50
	B	£29.50	£23.50
	C	£24.50	£23.50
	Standing	£20	N/A

Other ticket types & ticket schemes:

Ticket Type/ Scheme	Park200 pricing	Park90 pricing
Child (children’s and family shows only)	Mon, Tue & Thu Mat (Bands B&C): £15 Wed, Thu, Fri, Sat Mat & Eve: £20	£13
Entertainment Union members	Standard concession	Standard concession
N Tuesday local members	£16.50	£16.50
Pay What You Can Scheme	Wednesdays and matinees, in person, one hour before only.	Wednesdays and matinees, in person, one hour before only.
Park Up 16 – 26 yrs membership scheme	£10 tickets during first week of the run	£10 tickets during first week of the run
Access Concession	£16.50 in any seat. Access members entitled to two tickets at the access rate if they wish to bring a companion.	Tickets are £9. Access members are entitled to two tickets at the access rate if they wish to bring a companion.
Group booking	Buy 10 tickets get the 11th free	Buy 10 tickets get the 11th free

Park90

Park90 works on an unreserved seating plan and has two pricing models: flat ticket pricing and dynamic pricing. As of May 2022, Park90 flat ticket pricing is:

Performance	Standard	Concession
Preview	£14.50	N/A
Standard	£18	£16.50
Child (children's and family shows only)	£13	N/A

As of May 2022, dynamic pricing is:

Per performance:

- 12 tickets at £12
- 15 tickets at £15
- All remaining tickets £20

In Park90 the following seats are locked off as standard:

2 x House Manager

2 x Park Theatre

4 x Producer

If you require more/ less producer locks please state this on your show set up form.

Park200 locks and holds

Wheelchair User seats

Marked by W and Wheelchair symbol on the plan

6 auditorium seats in row C locked off (3 each side), equating to 2 wheelchair users and 2 companion seats. Each wheelchair user requires 2 auditorium seats and they are eligible to bring an essential companion to sit in the seat next to theirs, which is also locked on the plan. If more than 2 wheelchair users wish to attend a specific performance this is organised between

the Sales & Ticketing Manager (who deals with all access bookings) and the General Manager. Two additional seats on either side of row B can be removed to make extra space for wheelchair users. If both sets of Wheelchair user locks have not been booked by 12 noon on the day of the performance, one set will be released for general sale. One set will be kept back to act as House Manager seats and facilitate last minute access needs or seating issues.

Park Theatre holds

→ 2 in row C

Marked by a J on the Plan

These are contractual Park Theatre holds that are used for our guests, if these are not needed they are released for general sale at 12 noon on the day of the performance.

Producer holds

→ 2 in row D

Marketed by a P on the Plan

These are locks held back for use by the producer for their guests, creative team, donors etc. If these are not needed they are released for general sale at 12 noon on the day of the performance. If you require more than 2 producer holds per performance this is possible and you should state your requirements on your initial show set up form and contact the Sales & Ticketing Manager to discuss.

Park Theatre Development holds

→ 2 in row B

Marked by a D on the Plan

These are contractual Park Theatre Development holds that are used for our donors and development needs, if these are not needed they are released for general sale at 12 noon on the day of the performance.

Capacity locks

→ 2 in row A

Marked by a C on the plan

All Park200 shows (not built in the round)

will be built to a 197 configuration, meaning that seats A1 and A42 will be off sale until the set is installed and we are certain that these seats can be used. Due to the frequency of these seats being unsuitable for sale, we are not able to put them on sale for the outset.

Seat Attributes

Marked by an i on the plan

Seat attributes are notes that pop up to customers some information about the seat. Row B of our circle is always marked with the attribute 'Not suitable for those with mobility restrictions', as these seats have a steep step to reach them.

Other information overlays such as 'restricted view' will be added at the instruction of the producer or at the discretion of the Sales & Marketing team if we decide they are required as clear and honest communication with customers is a top priority.

Managing Company Comps

Comp requests must be sent in writing to the box office email through one or two elected members of your team (usually the producer and/or the stage manager). Any comp requests should be sent in good time before the start of the performance to ensure there are available seats. We recommend you keep track of the number of comps you have issued and to whom – the box office will not be able to provide you with a list of your own comps after they have been booked in, but can give you general information about comping levels.

Releasing Locks and Holds

All holds (barring the House Manager Seats) will be released **at midday** on the day of the show at the latest. After this time, we cannot guarantee seats will be available for producer guests.

Company Rate Tickets

Often producers will set up a special ticket

rate for the company, their friends or family. The easiest way to do this is by creating a promo code that can be shared easily and used online when booking.

Seats cannot be reserved for cast and company guests except when holding house seats or any other seats not in general allocation, pending payment. In these instances, an order number will be provided for the tickets to be paid for over the phone or in person at the box office.

Company members and their friends and families should book online or on our general booking line, using company rate promo code if one has been set up.

Any seats held on reserve must be paid for by 24 hours before the performance either over the phone or in person at the box office. We do not hold seats for payment on the door, as this often leads to seats which could have been sold to other customers going unused.

Ticket Agencies & APIs

Park Theatre maintains good relationships with multiple third party ticketing agents including *Today Tix Group*, *London Theatre Direct* (who facilitate *Stagedoor*), *See Tickets* (who facilitate *Official London Theatre*) and *Ingresso*.

All agents are set up via API integration (application programming interface). Agency sales are only set up once at the start of the season on a standard commission (see commissions on opposite page). Setting up agency sales later in the run under different commissions or special offers **will incur an administration fee of £50 (minimum)** and will only be undertaken at the discretion of the Sales & Ticketing Manager.

Therefore please decide, when requested at the outset of the season as part of your event set up form, if you wish to sell tickets via ticket agents, and which you would like. Please note that whilst producers may wish to sell via *Today Tix* and indicate this on their show set up form, Producers will need to negotiate specific offers and deals with the *Today Tix* team directly, *Today Tix* don't

always list every show supplied to them and are slower than the other agents to respond. The Sales & Ticketing Manager will provide the box office functionality to sell via third party ticket agents and send the agents show information and imagery at the start of the season. It is the responsibility of the producer to negotiate further support, offers or promotions. Park Theatre cannot guarantee coverage on third party ticketing websites or the speed at which any promotions via 3rd party websites are made live.

What is API Integration?

API integration (Application Programming Interface) simply means that an agency can access our Box Office system live and sell tickets directly, rather than us providing an allocation which would have to held off general sale. This is the preferred method as it is less restrictive in terms of inventory and is easier to manage on both sides. We no longer sell tickets via specific agent allocation.

Commissions

The standard commissions of our most frequently used agents are as follows, and please note these can be negotiated between the producer and the agent directly. Inside commissions are fees taken by the agency from the face value of the ticket. Agents will also charge fees on the outside which are passed on to customers, and can be anywhere up to 25% of the face value (they are usually much lower).

Agency	Standard Inside Commission (not promotions)
See Tickets/ Official London Theatre	4%
Ingresso	5%
Today Tix Group	£1.50 / £3 for tickets either side of £25
London Theatre Direct	5%

Why should I use ticketing agents, and which ones?

Selling via ticket agents expands the reach and provides additional sales channels than just selling through the venue directly and adds cheap exposure to the show's campaign on theatre websites or apps. There is a small cost with the agents who charge 4-5% inside, but it is generally advisable, depending on the nature of the production, to use this opportunity. As the *TodayTix* Group is more expensive, you should think carefully about whether the cost is worth it – shows which are more 'commercial' such as musicals or comedies tend to perform better on the *TodayTix* platform, and they are more likely to be interested in selling for the show.

London Theatre Direct do well in both spaces and as such are the most useful agent to be on sale with.

Agent bookings have accounted for 8% of all *Park200* sales and 4.2% of *Park90* sales since we reopened after the pandemic.

The table below shows a breakdown of the share of those figures among the four ticket agents we use:

	Park200	Park90
See Tickets / OLT	19.1%	9.7%
Ingresso	4.8%	16.4%
London Theatre Direct	29.7%	73.4%
Today Tix	46.4%	0.5%

Agent special offers and promotions

Although the Sales & Ticketing Manager can provide data and support, it is the responsibility of the producer to negotiate and set up any agent special offers. In order for your offer to be set up, please provide a completed deal sheet to the Sales & Ticketing Manager. We ask that you allow three working days for any deal to be set up on the Park Theatre side, we are not responsible for the speed of execution from the agent side.

Agency marketing support

It is the responsibility of the producer to negotiate any additional marketing support from ticketing agents, such as email newsletters or social media coverage.

Agency asset specifications

Please provide us with artwork to the following specifications for agents. Please note the below sizes are width x height.

SEE (Off West End show specs)

1000x584px (with 261px safe space at the bottom)

1500x500px

1920x1080px

940x600px

625x365px

300x300px

154x154px

89x89px

70x70px

TodayTix

Hero: 1440x580px

Poster: 480x720px

1600x1200px (usually production shots, but can be a placeholder until they're ready, can have up to 5).

London Theatre Direct

Please refer to LTD PDF in dropbox link provided.

Ingresso

140x140px

220x115px

680x510px (ensure no essential content is within the top or bottom 51 pixels)

1800x720px (safe space template via dropbox link)

1080x1080px

1600 x 1000px

Settlements & Reconciliation

The Sales & Ticketing Manager invoices agents on the first of the month for the previous month's sales, regardless of whether the performances have matured. The venue takes responsibility for retrieving payment from the agents, and the revenue will be passed on at settlement. Any queries about reconciliation must be raised with the Sales & Ticketing Manager or Finance Director directly, rather than with the agent.

Reporting

A weekly agent sales report can be scheduled upon request.

Booking Tickets



1 Online

Tickets can be booked online at any time.

Please visit → parktheatre.co.uk

This is the quickest and easiest way to book tickets **without a booking fee!**



3 In Person

The theatre Box Office opening hours are:

→ **Mon – Fri** from **10am – 8pm**

→ **Sat** from **12pm – 8pm**



2 By Phone

Via telephone on → **020 7870 6876**

Telephone box office opening hours are:

Mon – Sat from **10am – 6pm**

(excluding Sunday and public holidays)

Telephone booking fee: 10%

(capped at £2.50 per ticket).

Please bear in mind there may be a wait during peak times.

4 Follow Us



@ParkTheatre



ParkTheatreLondon



ParkTheatreLondon



Contact us

Admin line: **020 3697 4190**

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PARK

Tickets: parktheatre.co.uk

Phone: **020 7870 6876***

📍 **Finsbury Park**

* Telephone booking fee applies