

R E G E N T O N B R O A D W A Y

MEDIA KIT



MARKETING OPTIONS TO
ASSIST YOUR EVENT SALES

LIVE THEATRE

REGENT.CO.NZ

TEAM REGENT

WHO'S WHO...

GENERAL MANAGER - CHARLES FORBES

He who takes care of all things managerial.

DDI. 06 350 2109

F. 06 350 2108

M. 021 528 016

E. manager@regent.co.nz

OPERATIONS AND BOOKING ASSISTANT - NINA MANGOMA

She who gathers information, distributes it and makes your booking. Must CC in on everything

DDI. 06 350 2103

E. jenina@regent.co.nz

FINACIAL CONTROLLER - JULIE WALKER

She who takes care of contracts, admin & finances.

DDI. 06 350 2105

F. 06 350 2108

E. admin@regent.co.nz

MARKETING AND PROMOTIONS COORDINATOR - ANOUSHKA TREUR

She who takes care of all things graphics, media & marketing related.

DDI. 06 350 2111

E. anoushka@regent.co.nz

TECHNICAL MANAGER - SHAMUS JACKSON

He who takes care of backstage so your event runs smoothly.

DDI. 06 350 2102

M. 021 989 270

E. technician@regent.co.nz

TICKETING STAFF - KAREN HAMBLING

She who sells your tickets.

P. 06 357 9740

E. karen@regent.co.nz

MARKETING SOLUTIONS PROVIDED BY US... FREE TO YOU

Welcome to the Regent on Broadway. As part of your EventTicketingCentre marketing package, we would like to help you promote your event as best we can. In this document you will find what marketing opportunities we offer free of charge in conjunction with your venue hire to help develop your audience and increase ticket sales.

For all ticketed events at the Regent on Broadway, using TicketDirect, your event will be added to:

- Regent on Broadway's website listing in our What's On section. Possible feature in home page (at our discretion)
- Regent on Broadway's Facebook, Twitter and Instagram promotions and posts
- Regent on Broadway's media screen display in the Foyer
- Regent on Broadway's What's On monthly EDM to approximately 5,000 recipients (if the event is being performed at the Regent on Broadway)
- Regent on Broadway's Foyer, windows and box office walls using your specific poster collateral
- Regent on Broadway's What's On column printed weekly in the two Manawatu free to door newspapers, Guardian & the Tribune*
- Advertising on the TicketDirect Website www.ticketdirect.co.nz
- Advertising on the Eventfinder Website www.eventfinda.co.nz
- Regent on Broadway's What's On printed in-store flyer
- Monthly mail out of flyers and posters to all local TicketDirect outlets
- Regent on Broadway's annual brochure, distributed to approx. 42,000 local homes, businesses and organisations in the Manawatu and Horowhenua (subject to space availability)

*If your event is not ticketed, these marketing options are also available however it will not be printed in the What's On column in the Tribune as this is strictly a TicketDirect listing. For non TicketDirect events please email an event description of 50-100 words and only high-resolution images (please refer to page 2 & 3 for information on sizes).

WEB SITE GRAPHICS

FOR ENQUIRIES ON MARKETING PLEASE CONTACT
MARKETING & PROMOTIONS COORDINATOR
ANOUSHKA TREUR anoushka@regent.co.nz



WHAT WE NEED FROM YOU

For use on the TicketDirect website and the Regent on Broadway website and other digital media please supply high resolution images in JPEG, PNG or PDF format in the following sizes:

- TicketDirect web site 960px (wide) x 444px (high)
- Regent on Broadway web site 'What's On' 202px (wide) x 58px (high)
- Regent on Broadway web site 'Hero Banner' 818x (wide) x 350px (high)
- In-house display screens 1920px (wide) x 1080px (high)
- EDM 1470px (wide) x 1770px (wide)
- Monthly E-News 591px (wide) x 555px (high)
- Regent on Broadway Monthly E-News banner 2398px (wide) x 591px (high)

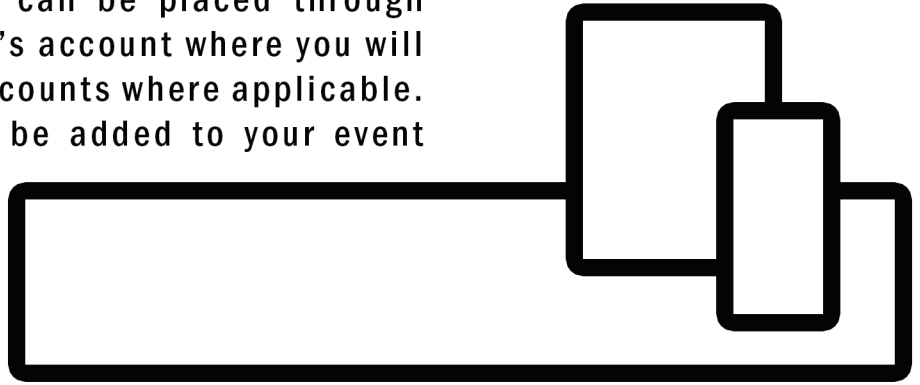
Please ensure media contains relevant information to our district.

Assistance can be provided but may incur an extra charge.

Please e-mail your event logo, photos and graphics to anoushka@regent.co.nz

PRINTED MATERIAL

Your promotional costs can be placed through the Regent on Broadway's account where you will receive the theatre's discounts where applicable. Any costs incurred will be added to your event settlement invoice.



WHAT WE CAN DO FOR YOU

Here at the Regent on Broadway we can display printed material around our venue. We also distribute to other ticketing outlets in the middle to lower North Island. Please find following suggested sizes and quantities.

- A0 x 1 displayed in the Showcase Cabinets at the venue entrance
- A1 x 3 (portrait) displayed in the Regent on Broadway's Box Office
- A3 x 30 displayed at the Regent on Broadway and distributed to other outlets
- A4 x 20 distributed to cafes in the CBD
- DLE x 500 - 1000 displayed at the Regent on Broadway and distributed to other outlets
- Pull Up Banner x 1 displayed in the Regent on Broadway's ticketing office (subject to available space)
- Venue Banner* 6.4m (wide) x 1.2m (high) displayed on the exterior of the Regent on Broadway (subject to available space)

*There is no charge for displaying the banner. Please contact our Marketing & Promotions Coordinator, to discuss the graphics requirements and pricing.

MEDIA CONTACTS

YOU'RE WELCOME

PRINT ADVERTISING

MANAWATU STANDARD Daily, THE TRIBUNE Wednesday & FEILDING HERALD Thursday
Fairfax provides a mix of advertising opportunities across print and digital.

MANAWATU GUARDIAN Thursday

NZME is the most widely distributed community newspaper in the Manawatu region.

To discuss pricing in any of the above publications please contact:

Julie Walker

E. admin@regent.co.nz

P. 06 350 2105

RADIO ADVERTISING

MEDIAWORKS

Kate Blundell

E. kateblundell@mediaworks.co.nz

M. 027 866 1953

NZME (formerly Radio Network)

Viv Shaw

E. viv.shaw@nzme.co.nz

M. 027 251 8198

PALMERSTON NORTH CITY COUNCIL

Promotional Sites include the City Entrance Kiosks, across street banners, flags and I-SITE LED sign.

Lynne Phillips

E. lynne.phillips@pncc.govt.nz

P. 06 356-8199 ext 7380

OTHER ADVERTISING

THE SQUARE

Online marketing which has the largest collection of local event listings, making it the best guide to what's on in this region.

Gerry Keating

E. gerry@thesquare.co.nz

P. 06 280 3208

PHANTOM BILLSTICKERS

Production & placement of street posters, shop posters & flyers (retail), programmes, brochures, postcards & handbills promoting music, arts, events & street culture.

E. posters@0800phantom.co.nz

P. 0800 PHANTOM

E-LOGY LIMITED (Palmerston North Airport)

E-ology manages the advertising inside the terminal on behalf of Palmerston North Airport. They offer a range of advertising options and formats from printed posters through to digital screen advertising and new interactive touch screen kiosks.

Gavin Johansen

E. sales@e-ology.co.nz

M. 027 536 5649

GO MEDIA

The largest independent outdoor media provider in New Zealand. A progressive media supplier for agencies and direct clients seeking outdoor media solutions within New Zealand.

Rachel Ferguson

M. 0223443615

E. rachel@gomedia.co.nz

GIGGLE ENTERTAINMENT NETWORK

With over 80 screens in the Manawatu and over 1200 screens nationwide.

Giggle Entertainment is able to offer you a unique cost effective way to market your event throughout the Manawatu or New Zealand

Herb Tarrant

M. 021445619

E. herb@gogiggle.nz

ADDITIONAL OPTIONS

- Boosted Facebook promotions
- Arrange Local Giveaways/Comps
- Contact groups or schools who may also be interested
- National EDM through TicketDirect