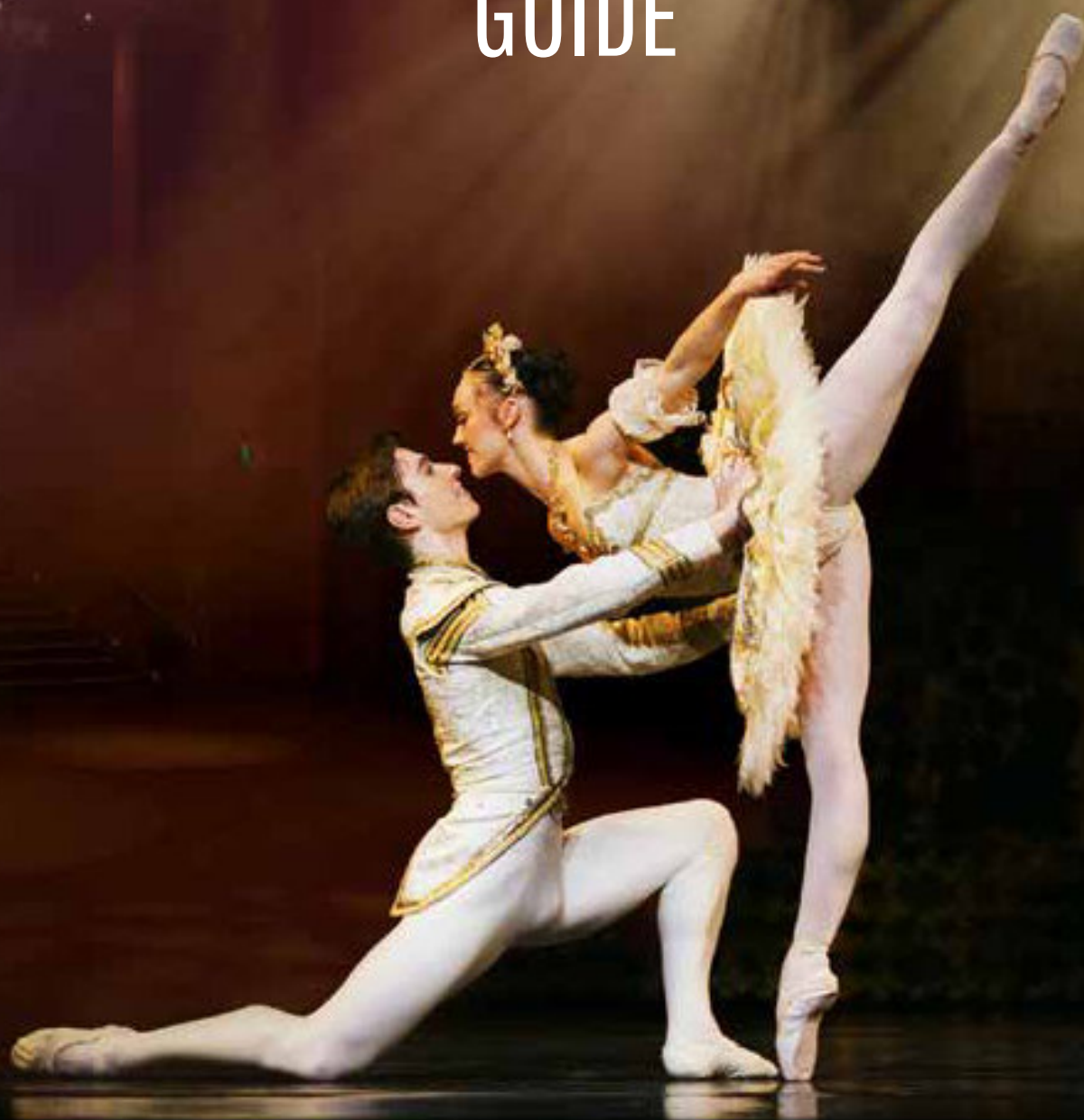


2020

# MARKETING OPPORTUNITIES GUIDE



# PRACC

PLENTY RANGES ARTS  
& CONVENTION CENTRE

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Over 100,000 people attend events at the Plenty Ranges Arts and Convention Centre (PRACC) annually - it is the most popular performing arts venue in Melbourne's north.

PRACC offer several options to promote your event or brand. All funds raised from your marketing investment help subsidise future community use of the venue.



# THEATRE FOYER LIGHTBOX ADVERTISING



## YOUR INVESTMENT

Poster printing and  
installation charge

**\$250**

Plus display rates

- 1 month **\$300**
- 2 months **\$450**
- 3 months **\$600**
- 4 months **\$750**
- 5 months **\$900**
- 6 months **\$995**

*All amounts are ex gst*

Size: 1650mm H x 1150mm W

Take advantage of the captive audience of over 100,000 people that pass through our foyer each year. To maintain the premium feel of our venue, we only have three lightboxes in our foyer.

At 11/11/19, two of the three lightboxes are for sale.





# PULL-UP BANNER ADVERTISING

Only two pull-up banners are allowed in the foyer at any point in time.

Clients are to supply their own banners.

Should you require assistance with design and production of the banner, we can refer you to a local supplier.

PRACC reserves the right to temporarily remove a banner if the foyer is booked for a corporate or commemorative event (e.g. Black Friday Commemoration).

## YOUR INVESTMENT

Banner placement rates

- 1 month **\$250**
- 2 months **\$350**
- 3 months **\$450**
- 4 months **\$550**
- 5 months **\$650**
- 6 months **\$750**

*All amounts are ex gst*

Maximum Size:  
2200mm H x 1200mm W





## YOUR INVESTMENT

**\$10+gst per month**

Size: 210mm H x 99mm W

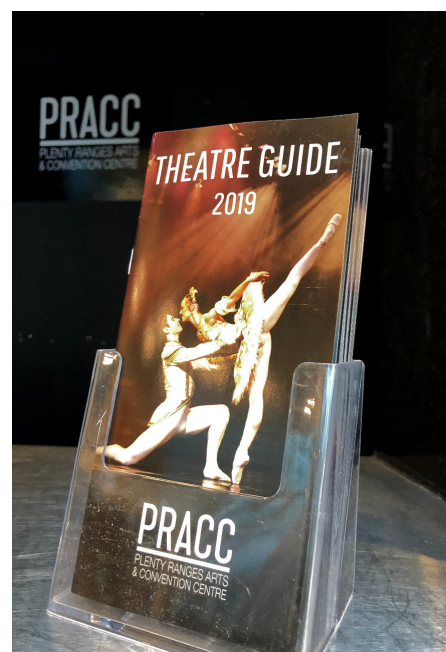
## DL FLYERS IN PRACC FOYER

PRACC has two DL Flyer racks in the foyer. We charge \$10 per month to display your brochures.

Clients are to supply their own DL Flyer. A DL flyer is commonly referred to as envelope size. The dimensions are 210mm high x 99mm wide, which is also exactly a third the size of A4.

Should you require assistance with design and printing of your flyer we can refer you to a local supplier.

We recommend that you supply us with at least 500 flyers per month.



# FLYER SEAT DROPS

Promote your upcoming show or local business by having a flyer left on each of the 497 theatre seats before selected performances.

Clients are to supply their own flyers.

Should you require assistance with design and printing of your flyer we can refer you to a local supplier.

Please note that seat drops at competitors' events are not possible. Eg. One amateur dance school cannot have a seat drop at another dance school's event.

## YOUR INVESTMENT

**\$195+gst per seat drop**

Size: 210mm H x 297mm W (flat)





# EMAILS TO PRACC DATABASE

YOUR INVESTMENT

\$995+gst per email



PRACC has a growing email list of thousands of locals that have given us permission to send them emails. To maximise effectiveness we do not email our list often. What better way to promote your event than by emailing people that have attended events at PRACC previously?

Clients are welcome to supply the photos and words for your email.

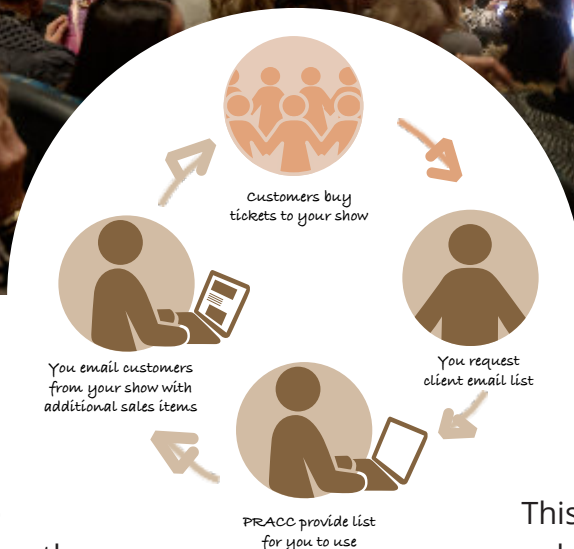
As it will be perceived by the public that PRACC is sending them the email, PRACC reserves editorial control.

For your convenience, PRACC offer a copywriting service to write your email text.

# PURCHASE EMAIL ADDRESSES

YOUR INVESTMENT

\$50+gst per list enquiry



When customers purchase tickets to an event, they have the option to allow communications to them from the promoter of the event.

Promoters of the event can purchase this list of email addresses relating to their event. To cover administration costs, there is a charge each time we run a query of the system and send you a list.

This is a great way to invest in your database, enabling you to:

- Thank those that have purchased tickets
- Pre-sell additional items ahead of your event e.g. event DVDs, VIP upgrade experiences, event programs or merchandise.
- Promote future events to those that have purchased tickets to your event.



# RETARGETING

Whilst some people may elect not to receive emails from PRACC or a promoter, there is another way you can increase exposure to people that have viewed your event page on the PRACC website.

By placing a small amount of code on your event page on the PRACC website (called a pixel, or a cookie), you can 'retarget' them. Not sure what that means? Have you ever looked at a brand's website, and then you go to other websites and can see advertising from that brand? That's retargeting.

## YOUR INVESTMENT

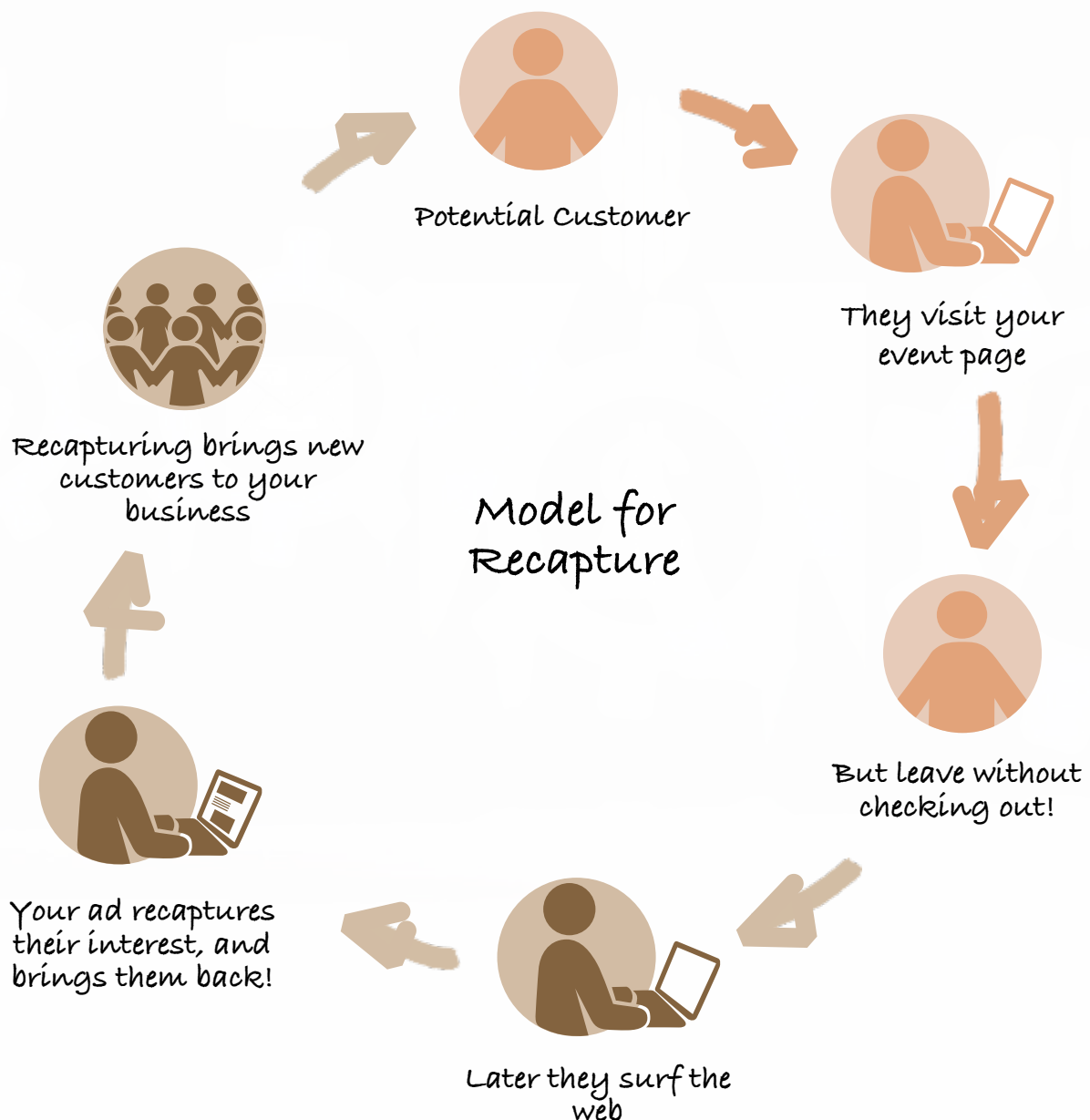
**\$100+gst per Pixel placement fee**

Note: The client is to supply the code (the pixel).

We can recommend a provider to help you with generating a pixel and purchasing advertising on Google or Facebook.



# RETARGETING CONTINUED



There are many advantages to making this investment. For instance, they might look at the website for your event, and then the phone rings, or they get distracted. It might even help stimulate office chat about your event the next day when they are surfing the net at work.

You will need to pay for and arrange the advertising on the third party websites, but it all starts with a little bit of coding on our website.

We can recommend a supplier to generate your pixel and arrange your advertising on Google or Facebook.



# FACEBOOK® & INSTAGRAM® - UNBOOSTED POSTS

## YOUR INVESTMENT

Facebook \$100+gst

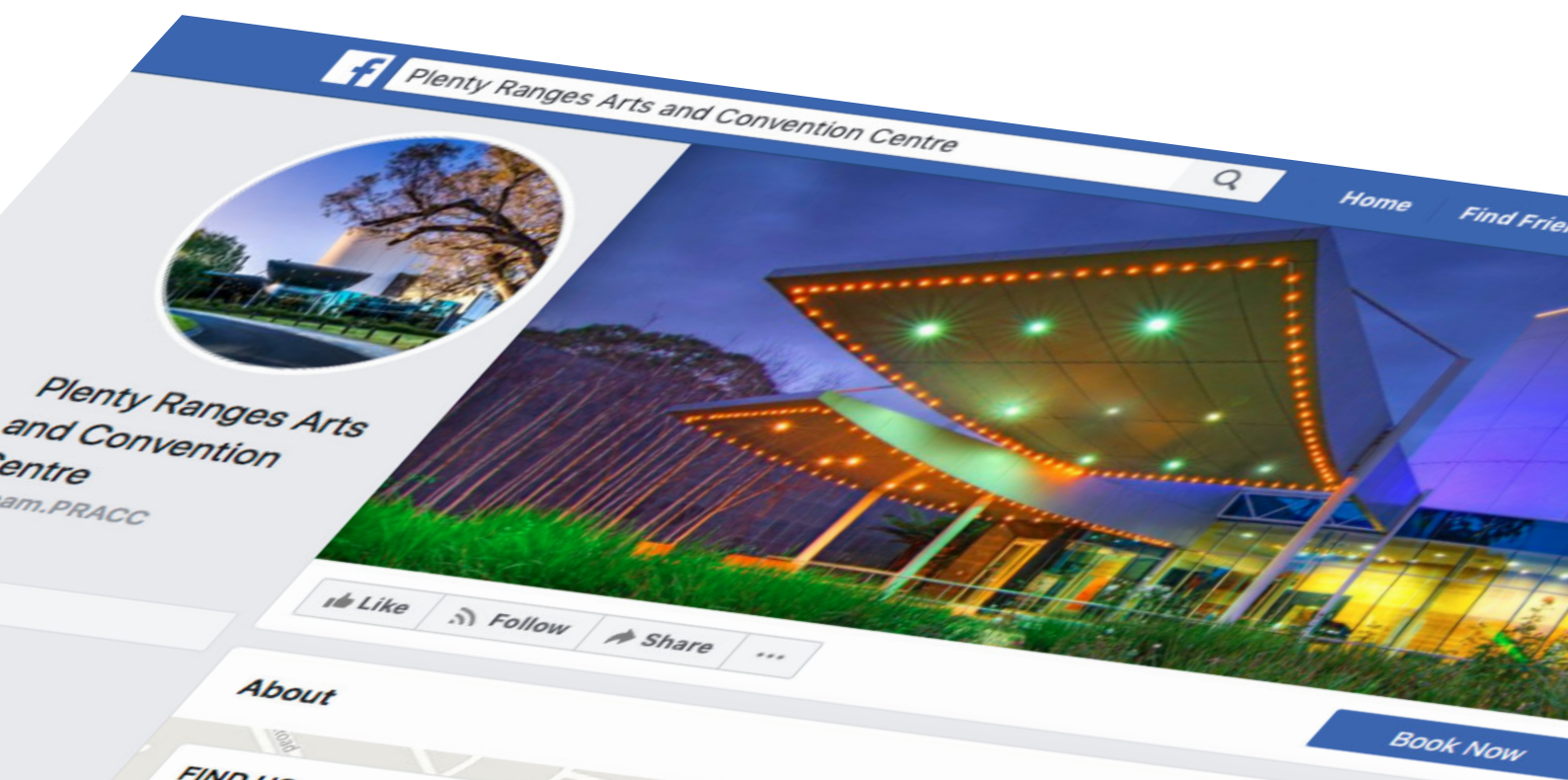
Instagram \$30+gst

(in addition to Facebook)

PRACC have over 3500 Facebook and Instagram followers at 11/11/19. These followers are typically people who have visited PRACC before and are typically residents of surrounding suburbs.

Promote your upcoming event to this engaged audience. While an unknown fraction of our followers will see your post unless it is boosted (see page 12,) this is still a relatively affordable tactic as part of your promotional strategy.

The client is to supply artwork and copyrighting. PRACC can recommend a graphic designer, should you require assistance.



## YOUR INVESTMENT

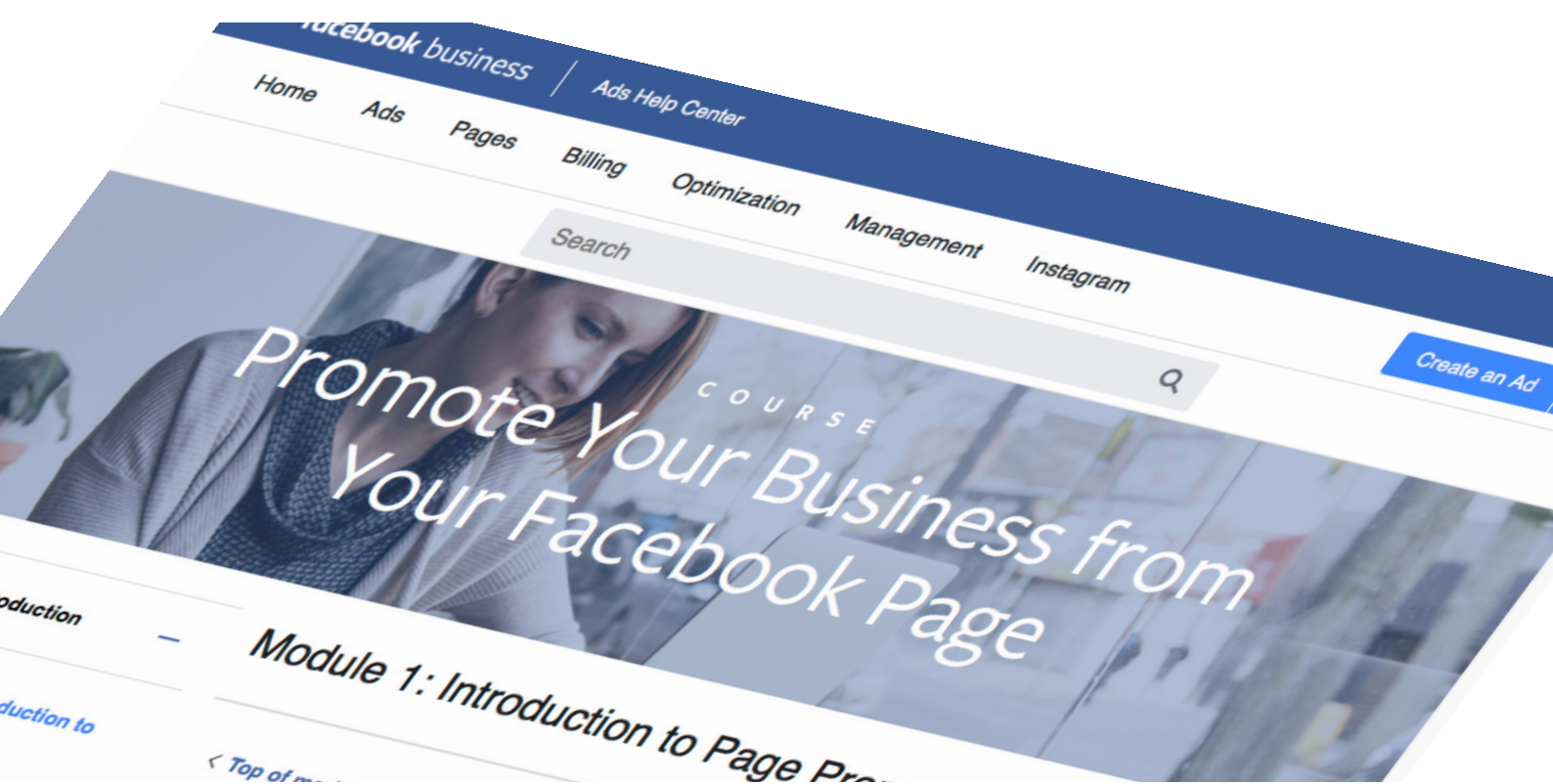
**\$995+gst**

This includes \$400 of advertising on Facebook or Instagram.

# FACEBOOK® & INSTAGRAM® - BOOSTED POSTS

Unfortunately only a small proportion of an organisation's followers will see an unboosted post. To increase the number of people who see your advert we can boost the post we put on PRACC's Facebook or Instagram page.

The \$995+GST fee includes a \$595 management and copywriting fee and \$400 worth of advertising on Facebook and Instagram. Additional boosting beyond this is passed on at cost.





# 2021 THEATRE GUIDE



The 2021 PRACC Theatre Guide is an outstanding brand building opportunity.

The 2021 Theatre Guide offer 12 months exposure to the local community. The Theatre Guide will be mailed to thousands of local-residents, will be given to thousands of patrons as they exit our theatres, and it will be available in the foyer throughout the year.

Families keep it handy at home for the school holiday programs,

## YOUR INVESTMENT

### PRE-BOOK FOR 2021

Size: Full Page  
210mm H x 99mm W

**Booking deadline:**  
November 13 2020

**Art deadline:**  
November 20 2020.

**Publication Deadline:**  
December 16 2020.

seniors keep it due to our regular day-events, and theatre goers of all ages keep it due to world-class evening events. This longevity makes advertising in the PRACC Theatre Guide a great way to build awareness of your brand in 2021.



World class shows  
in a world class venue.



# SPOIL YOUR VIPs

No event marketing plan is complete without entertaining your sponsors, supporters and other VIPs before your event. PRACC features a full corporate kitchen and hospitality team capable of anything from a backstage finger-food menu, to a private VIP room with exclusive table service and premium 3 course dinner. Email [info@pracc.com.au](mailto:info@pracc.com.au) for more details.

## Pre event:

- Lunch
- Cocktail party
- 3 course formal dinner





# PRACC MARKETING ORDER FORM

All marketing opportunities need to be pre-paid.

This is an editable electronic form. Please fill out, scan and email this form to [neil.anderson@pracc.com.au](mailto:neil.anderson@pracc.com.au)

Item	Price (ex GST)	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Note
Theatre Foyer Lightbox Printing and Installation	\$250															Put \$250 in the month you'd like your poster installed
Theatre Foyer Lightbox Advertising	\$150/m															Month 1: \$300 Month 2-5: \$150ea Months 6+: \$95ea
Pull-up Banner Advertising	Refer p.4															Month 1: \$250 Month 2+: \$100ea
DL Flyers	\$10/m															
Flyer Seat Drop	\$195 ea															
Email to PRACC's Distribution List	\$995 ea															This includes copywriting, basic design, distribution and co-ordination.
Purchase email addresses	\$50/query															
Retargeting pixel placement	\$100 ea															Client to supply pixel (see page 10).
Facebook unboosted post	\$100 ea															
Instagram unboosted post (in addition to Facebook)	\$30 ea															
Facebook & Instagram boosted post	\$995 ea															Includes \$400 advertising budget.
Facebook Paid Advertising Media	at cost															Allocate additional boosting budget here.
Instagram Paid Advertising Media	at cost															Allocate additional boosting budget here.
2021 Theatre Guide - Full Page Advert	\$995 Annual															
TOTAL																

# PRACC

PLENTY RANGES ARTS  
& CONVENTION CENTRE






## Box Office Hours

9am – 4pm weekdays  
35 Ferres Boulevard  
South Morang VIC 3752

## Contact us

P 9217 2317  
E [info@pracc.com.au](mailto:info@pracc.com.au)  
w [pracc.com.au](http://pracc.com.au)

## Follow us

 [Team.PRACC](https://www.facebook.com/Team.PRACC)  
 [plenty\\_ranges](https://www.instagram.com/plenty_ranges)  
 [Linkedin.com/company/pracc](https://www.linkedin.com/company/pracc)