

Building your audience at the Globe

The Globe is committed to supporting you to have a successful event/production at our facility. Whether it is a public or private event, we can help you to let the right people know about it at the right time. Our in-house expertise can help you with promotion and ticketing. We are very happy to discuss a general marketing strategy with you when you book the venue.

Promoting your event

What You Get:

- Listing on our What's On page of our website
- Promotion via our Facebook (posting, sharing, event page)
- Story/listing in our e-newsletter
- Poster display and circulation (fliers-A0-TV screen)
- Story/listing in the monthly Enjoy supplement of the Tribune (the local, free community newspaper)
- A listing on Eventfina

www.globetheatre.co.nz

In the lead-up to your event we will:

- List your event on our website.

To do this we need:

- The full title of your event.
- A short description of your event.
- Ticket prices.
- Ticketing arrangements.
- A small square logo or photo

Ticketing:

Your event can be one that guests have to pay to get into. Ticket prices are entirely up to you. We have several different options for ticketing. It can be:

- A free event
- A 'make a donation' event which only requires door sales
- A door sale only event
- An online ticketing and door sales event
- Allocated seating or General Admission

The Globe offers a full-online ticketing and Box Office service (pre-sales and door sales). Our charges for this are \$1 for tickets less than \$10, \$2 for tickets \$11.00 - \$45 and \$3 for tickets over \$46. If you want to use our ticketing service, then we prefer

that the ticketing fees include in the advertised ticket price, rather than added on at the end of the booking process.

Facebook @theglobetheatrepalmerstonnorth:

During the lead up to your event we will:

- Like your Facebook page (if you have one).
- Post teasers and information about your event to our Facebook page.
- Create material either collaboratively or independently to post.
- Create an event page on Facebook. We will make you a co-host so you can edit and control it as well us. (Equally, we would like to co-host your event if you create the Facebook event.
- Share any posts you make to your Facebook page that are relevant to the event.
- Create a plan as to when and what is posted by whom. This is also to discuss the style of publicity and advertising we will use. (This can include:
- Boosted posts to reach a larger audience at additional costs.

To do this we need you to:

- link us to your Facebook page.
- give us material to post. This can be in the form of photos, blurbs, reviews, any other sort of material. This can potentially be created collaboratively or solely by Globe Theatre.
- Give us a "Facebook cover photo" style image. This means one that is significantly wider than it is tall. It is meant to function as a banner at the top of the Facebook page.
- Give us event dates as well as start and finish times.
- A short description of the event for the public.
- An indication of whether it is child friendly.
- Post some updates, general information to your own Facebook page.
- Outline your budget for advertising.

Globe E-newsletter:

Every few weeks we release a Globe e-newsletter to our database of ticket buyers and theatre go-ers. Your event will be listed in the upcoming events section. This means that we will:

- Write a section about your event, your organisation and why people should come and see your show.

To write this, we need:

- An angle or hook to write the story on 50-100 words
- General information about you and your event and any other material you think might be useful.
- A photo to use.

We will use this information to develop our editorial for submission to the Enjoy supplement of the Tribune also.

Posters:

We can display posters around the Globe building and also have a dedicated and prominent billboard outside the building. Posters are preferably provided by the hirer, however we can liaise with local design and print companies to help you create a poster. We install and distribute the posters.

We have various sizing options

- Billboard size 1220 x 2440
- A0
- A1
- A3

If you have fliers or brochures we can also advertise these at the front desk.

Foyer TV Screen:

If you have a horizontal poster or something similar we can advertise this on the TV in our foyer. If you do not have something like this we can create one for you.

This file must be 2657 x 1477 in size.

Use of space

During the time booked you may use the space for the agreed upon event. If you are wishing to pack in the day before or do rehearsals, the space will need to be booked for that period as well.

Globe 1 can accommodate 202 people

Globe 2 can accommodate 105 people

Catering/Bar

We are privileged to have Encore café in house, which gives us access to an on-site caterer and a fully licenced bar.

Private Events:

The Globe also welcomes private bookings, where you invite the participants. The hire fee includes all our equipment, including sound system and projection/display facilities. Please contact us for more details.

Event Inquiry Form

Please fill out the following form.

| | | |
|---|---|--|
| 1. EVENT NAME | | |
| 2. EVENT DATE(S) | | |
| 3. Event Type (Type YES/NO, where relevant) | Live performance | |
| | Conference/meeting | |
| | Presentation | |
| | Exhibition | |
| | Display | |
| | Film screening | |
| | Other (specify) | |
| | Public Event | |
| | Private Event | |
| 4. Admission | Ticketed (Globe box office) (includes discount on venue hire charge) | |
| | Ticketed (own arrangement) | |
| | Non-ticketed (free to public) | |
| | Non-ticketed (invite-only/closed) | |
| 5. Event participation | Number of performers/presenters | |
| | Audience size | |
| 6. Contact details | Organisation/Company | |
| | Address | |
| | Postcode | |
| | Contact Name | |
| | Position | |
| | Phone (Day/Evening) | |
| | Mobile | |
| | Email | |
| 7. Venue needs Areas required for hire (Type YES/NO, where relevant) | Globe 1 (200 seats) | |
| | Globe 2 (100 seats) | |
| | Foyer | |
| | Café/Lounge | |
| | Rehearsal room | |
| | Other (specify) | |
| 8. Hire period State date and time(s) (approx.) | Arrive/pack-in | |
| | Rehearsal/usage | |
| | Performance begins | |
| | Interval | |
| | Performance ends | |
| | Pack-out/exit by | |

| | | |
|---|--|-----------|
| 9. Services required (Type YES/NO, where relevant) | Personnel | |
| | Bar service available from one hour pre-show to one hour after show, including interval (FREE) | |
| | Light/sound | |
| | Basic rig | |
| | Technician required (\$25.55/hr) | |
| | Own technician | |
| | Equipment | |
| | Microphone/s (3) (FREE) | |
| | Microphone stands (3) (FREE) | |
| | Table(s) (FREE) | |
| | Chairs (FREE) | |
| | Noticeboards (FREE) | |
| | Projector (Costs apply) | |
| | Piano (Grand, or upright) (tuning costs if required) | |
| | Lectern (FREE) | |
| Other (specify) | | |
| Online Presence | Online Ticketing | |
| | Facebook Event/Promotions | |
| | Facebook Ads) (costs apply) | |
| Advertising | Billboard) (costs apply) | |
| | Banner/Flag) (costs apply) | |
| | A0 Poster) (costs apply) | |
| | A1 Poster) (costs apply) | |
| | A3 Poster | |
| | Fliers) (costs apply) | |
| | Brochures) (costs apply) | |
| | Foyer TV screen Ad | |
| Globe Newsletter full article | | |
| Please add any other information about your hire which is not covered above. | | |
| General Terms and Conditions | | |
| A copy of our general Terms and Conditions are available on our website at www.globetheatre.co.nz . Please tick this box to indicate that you have read and agree to these Terms and Conditions | | |
| | | Tick here |

Media Contact List:

Radio (Media Works):

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- 04 894 4143

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