

Publicity for events at The Barlow

Anyone who books a public event at The Barlow is offered FREE publicity and this is outlined on the sheet you have been given. This document shows the differences between the two levels of publicity. To discuss publicity options and prices beyond the free basic offer, please contact marketing@thebarlow.co.uk. Some items can be taken in isolation, such as the facility to put tickets on Ticketsource. For other options we usually charge a percentage of the ticket sales.

Level 1 – Free publicity

Level 2 - subject to additional charge to be negotiated.

Posters

1. Hirer provides a poster which is displayed inside and outside the Barlow
Hirer should preferably include a link to Barlow website. Essential when using Ticketsource.
2. Hirer asks us to produce and/or advise on poster content which will link to The Barlow website Whats-On

Poster distribution

1. Poster will be displayed inside and outside the Barlow
2. Poster will be distributed in up to 20 locations, displayed inside and outside the Barlow and included in poster frames as appropriate

Flyers

1. Hirer provides flyers preferably including a link to the website – essential when using Ticketsource
2. Hirer asks us to produce or advise on flyer content or have flyers printed.

Distribution

1. Flyers will be displayed in hallway
2. Flyers will be distributed around the area, added to advertising holders in the RR and distributed at events/groups as appropriate

Facebook listing

1. Event will be added to Facebook events and shared widely once. Hirer preferably supplies a co-host request.

2. Event will be added to Facebook events and shared widely. Further posts will be sent out nearer the time including a variety of content and shared widely

Twitter

1. Will not be included on Twitter unless hirer uses our @BarlowEdgworth in which case we will retweet or like if the post is seen
2. Twitter will be used to promote at regular intervals

Instagram

1. No use of Instagram
2. Instagram will be used as appropriate

Website

1. Basic listing on website covering date, time, ticket price and short information piece supplied by the hirer
2. Basic listing on website and further content, copy, photographs, You Tube, link to ticketing website etc. either supplied by hirer or researched by Marketing. Regular updates as required.

Email Circulation

1. Sent out on email circulation once, but not necessarily with a feature picture
2. Sent out on email circulation at least once with feature picture

Events listing

1. Not listed on any Events sites
2. Listed on appropriate events sites

Tickets

1. No paper tickets sold through the Barlow office – hirer may provide own ticketing link to put on website
2. Ticket sales through the Barlow using Ticketsource. It is essential that this is discussed with Marketing before the ticket price is made public.

Press Release

1. No Press Release prepared
2. Press release prepared and sent out as appropriate

Banners

Banner allowed outside The Barlow (at discretion of The Barlow depending on demand)

Other

1. No other advertising activity
2. Attempts will be made to pro-actively publicise the event through contacts within the Barlow and other organisations. Event will be included in any generic advertising that is carried out.