

# MEC

## Venue Hire Marketing Package 2024





Our team at the MEC are delighted that your show has now been confirmed for the 2024 season. We’re here to support its success.

In order to promote your event, and to ensure our Sales and Marketing Team are ready to commence ticket sales, please provide the materials outlined below to our Sales and Marketing Officer, Helen Knight, at least one week prior to the on-sale date of your event.

They should be sent together in an email, with the name of your show as the Subject, to [helen.knight@midcoast.nsw.gov.au](mailto:helen.knight@midcoast.nsw.gov.au)

When preparing your own promotional materials, please include our website [theMEC.com.au](http://theMEC.com.au) and phone number 02 6592 5466.

Please provide the following content for marketing:	
Social media grab (approx. 50 words) and your social media handles for tagging	
Show description (250 – 300 words) for use online and in promotional materials	
Video footage featuring the show or performers for use in social media (less than 60 seconds)	
Hero image in both landscape and portrait format	1 – 2MB (min. 1MB) Image only, no overlaid text
Website home page rotating banner image	880 x 350 pixels landscape image
Website sales page and foyer screen image	800 x 600 pixels landscape image (4:3 ratio)
Social media image, also used for EDMs	1080 x 1080 pixels square image

It is the hirer’s responsibility to market and promote your event, however we offer marketing packages to build regional exposure and boost ticket sales. These services are a cost-effective complement to your overall marketing campaign. This guide outlines the variety of complimentary and paid promotions that make up the MEC Marketing Packages.



## Complimentary Marketing Services

### Website listing and web banner

The portrait image you send will be used for Facebook and the landscape image will be used on our website and for a homepage rotating banner.

This website banner will feature for a month leading up to your performance and contains a direct link to your sales page. Your event will also be displayed on the *Book Now* page at [theMEC.com.au](http://theMEC.com.au)

### Additional events listing

Your show will be listed on the tourism events website for the MidCoast region, [barringtoncoast.com.au/events](http://barringtoncoast.com.au/events)

### What’s On foyer posters

Your performance will be included on our *What’s On* posters, displayed at the main entrance for exposure during and outside of opening hours. These posters provide a full listing of performances for each season’s Act.

### Digital signage Manning River Drive, Taree

Street frontage digital signage will promote your show in the weeks leading up to your performance. Located on one of the main arterial roads into town, this signage is seen by thousands of residents passing by the MEC each day.

### Direct marketing

#### Inclusion in our monthly *What’s On* EDM

We will include your event in our monthly *What’s On* email newsletter reaching a database of over 9,500 patrons in the MidCoast region.

You will also be included in the monthly print edition of *What’s On* displayed prominently at the Box Office and in our foyer, and distributed more widely across the region.

#### Performance-specific EDMs\*

If you would like us to send dedicated EDMs to our patron database (9,500+), a cost of \$250 per EDM is applied when conducted in isolation from a paid marketing package.

Note – if you take up one of our marketing packages outlined on the following pages, two EDMs specific to your show are included.

\* Available with purchased Marketing Package.

### Foyer marketing

#### Foyer posters

Please provide us with 10 x A3 posters to be displayed around our foyer and at the entrances to both theatres.

#### Pull-up banners

If you have pull-up banners promoting the performance at the MEC, please send these and we will display them in our foyer area in the lead-up to your performance. Please note: a \$50 disposal fee will be charged for pull-up banners not removed from the premises following the performance.

#### In-house screens

There are two screens within the foyer areas and your event will be displayed within the season presentation if you purchase a MEC Marketing Package.

### Digital

#### Organic

We love to share organic posts by artists and entertainers such as venue specific shout outs, scenes footage, and rehearsals. Please tag us at our social handles so we are notified of your posts and we will share *#manningcent*

#### Facebook event listing

We will generate a Facebook event and invite you to co-host in order to increase exposure. As part of our Social Media Strategy, the MEC will promote your show to our Facebook followers through engaging posts when tickets go on sale and leading up to your performance. Help us improve engagement by providing short video footage.

Boosts are available for digital promotions at an additional cost and we are happy to put together digital advertising for events that can be billed separately.

#### Instagram

We welcome interesting images for Instagram and will post about your show leading up to the performance. Let us know any *#hashtags* that you want included within posts to encourage engagement.

#### Youtube

When you send us short video snippets we will upload to our YouTube channel and use in EDMs to our 9,500 strong database together with posting on socials.



*“Once again, please pass on our thanks to your entire team, Chris.  
From Helen, Kim and the front of house staff, right through to Matt and Nathaniel, the MEC staff are an absolute joy to work with. You’re all so professional.”*

Joey Fimmano, Music of the Night





## Additional Marketing Options

### Single Program Page package Cost \$990

Inclusions in addition to complimentary marketing	Purchased individually	Single package
Single page in our 2024 Digital Season Guide	\$660 incl GST	✓

This full colour digital season guide, with approximately 36 pages, is distributed across the MidCoast region through EDMs together with media exposure, and is featured prominently on the MEC website as a digital flip book.

Two x Electronic Direct Mail (EDM) to 9,500+ locals	\$440 incl GST	✓
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An on-sale announcement EDM will be distributed to more than 9,500 locals and followed up by an EDM one month prior to the show to boost sales. We can also send a targeted EDM to an audience from a similar past performance. Additionally, your event will be included in the monthly *What's On* EDM.

Poster Distribution	\$300 incl GST	✓
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To provide the best exposure, the MEC offers a poster distribution service.

You will need to supply 20 x A3, 40 x A4 posters. These will be displayed in strategic locations in a radius of 75kms around the MEC. This is a unique service that is not offered by any other business in the area.

In-house TV screens	\$60 incl GST	✓
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Total value	\$1,460
You save	\$470

To extend exposure and boost ticket sales for your show, we recommend the following marketing packages.

### Double Program Page package Cost \$1,200

Inclusions in addition to complimentary marketing	Purchased individually	Single package
Double page spread in our 2024 Digital Season Guide	\$990 incl GST	✓

This full colour digital season guide, with approximately 36 pages, is distributed across the MidCoast region through EDMs together with media exposure, and is featured prominently on the MEC website as a digital flip book.

Two x Electronic Direct Mail (EDM) to 9,500+ locals	\$440 incl GST	✓
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An on-sale announcement EDM will be distributed to more than 9,500 locals and followed up by an EDM one month prior to the show to boost sales. We can also send a targeted EDM to an audience from a similar past performance. Additionally, your event will be included in the monthly *What's On* EDM.

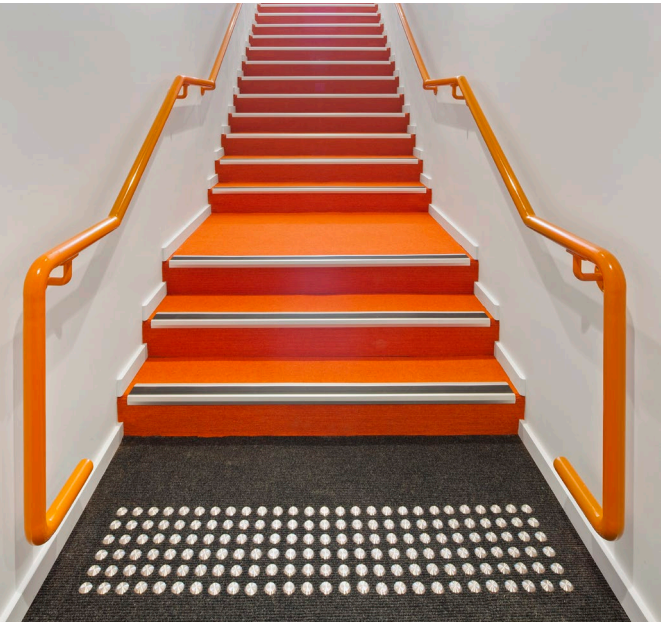
Poster Distribution	\$300 incl GST	✓
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To provide the best exposure, the MEC offers a poster distribution service.

You will need to supply 20 x A3, 40 x A4 posters. These will be displayed in strategic locations in a radius of 75kms around the MEC. This is a unique service that is not offered by any other business in the area.

In-house TV screens	\$60 incl GST	✓
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Total value	\$1,790
You save	\$590



### Beryl Jane Flett Studio package Cost \$350

Inclusions in addition to complimentary marketing	Purchased individually	Single package
Half page in our 2024 Digital Season Guide	\$330 incl GST	✓

This full colour digital season guide, with approximately 36 pages, is distributed across the MidCoast region through EDMs together with media exposure, and is featured prominently on the MEC website as a digital flip book.

Two x Electronic Direct Mail (EDM) to 9,500+ locals	\$440 incl GST	✓
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An on-sale announcement EDM will be distributed to more than 9,500 locals and followed up by an EDM one month prior to the show to boost sales. We can also send a targeted EDM to an audience from a similar past performance. Additionally, your event will be included in the monthly *What's On* EDM.

Total value	\$770
You save	\$420

The costs of marketing can be billed to you in the final reconciliation of finances following the show.



#### MAIN AUDITORIUM:

505

seating for patrons, with front row wheelchair access

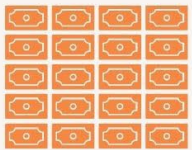
#### BERYL JANE FLETT STUDIO

160 / 350

capacity doubles when seating is retracted

32,958

ticket sales (2022/23 FY)

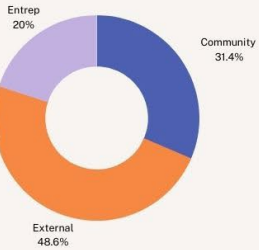


76,000

visitors to our website, 72,951 new visitors (2022/23 FY)

32%

open rate for MEC eDMs above industry standard 21.1%



70

performances last year including entrepreneurial shows funded by MidCoast Council

For information or to purchase a marketing package, please contact **Helen Knight, Sales and Marketing Officer**  
Phone: 7955 7533 or email: [helen.knight@midcoast.nsw.gov.au](mailto:helen.knight@midcoast.nsw.gov.au)

If you would like to promote your show through local media, please contact the local media outlet for our region

Press	Contact	Phone	Email
Manning River Times	Julia Driscoll Journalist	(02) 6592 1988	Julia.driscoll@manningrivertimes.com.au
Manning River Times	Joanie Clark	0419 662 445	joanieclark@manningrivertimes.com.au
Great Lakes Advocate & Manning River Times	Toni Bell Editor	(02) 6552 1988	editor@manningrivertimes.com.au
General advertising	Joanie Clark	0438 174 226	joanieclark@austcommunitymedia.com.au
<b>Radio</b>			
ABC Radio Mid North Coast	Cameron Marshall	(02) 6588 1211	Marshall.Cameron@abc.net.au
ABC Presenters	Fi Poole Luke Ryan	(02) 6588 1211	poole.fiona@abc.net.au ryan.luke@abc.net.au
MAX FM (Audience 15-35)	Fiona Ludeke	(02) 6537 9900	fiona@2re.com.au
2RE (Audience 35-70)	Anthony Zanos	(02) 6537 9900	azanos@2re.com.au
2BOB Community Radio	Brendan Parker	(02) 6552 6200	admin@2bobradio.org.au
<b>Note:</b> Neither MAX FM or 2RE will do interviews or ticket giveaways unless advertising has been purchased.			
<b>TV</b>			
WIN TV and NBN advertising	Kelly Gamblin	0417 426 844	gamblink@winnetwork.com.au
NBN Journalist	Rob Douglas	(02) 6551 0062	robert.douglas@nine.com.au
Prime 7 Mid North Coast	Jonathon Ryan	6589 9777	jryan@seven.com.au

**MEC**