

# MEC

## Venue Hire Marketing Package 2025



**Our team at the MEC are delighted that your show has now been confirmed for the 2025 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 7955 7172.

#### 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
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Website home page rotating banner image	880 x 350 pixels landscape image
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Website sales page and foyer screen image	800 x 600 pixels landscape image (4:3 ratio)
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Social media image, also used for EDMs	1080 x 1080 pixels square image
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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) and as an event on our Facebook page.

### 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. In a printed format, it will be given to patrons at the MEC to pop on their fridge.

### 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 10,100 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 when posters are distributed.

#### Performance-specific EDMs\*

If you would like us to send dedicated EDMs to our patron database (10,100+), a cost of \$300 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.

### In-house screens

There are several 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 *#manningtcent*

### 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.

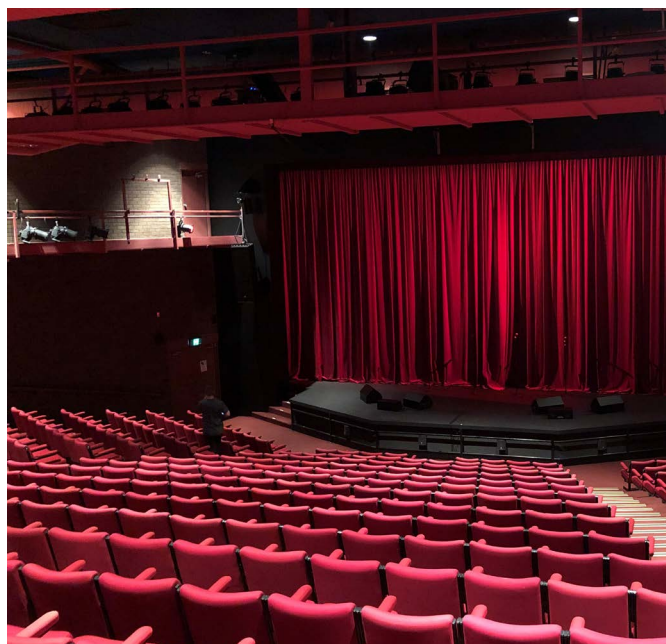
Boosts are available for digital promotions at an additional cost and we are happy to put together digital advertising for events that can be billed separately.

### 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 10,100 strong database together with posting on socials.



*"Hi Chris,*

*Just a short note of thanks to everyone concerned in attaining a FULL HOUSE on our recent visit to the MEC with our show THE GOOD OLD DAYS OF ROCK N ROLL. Your staff are sensational to work with, a special mention to Kim and Helen and your Production Crew. They go well beyond what is required with promoting show – extremely professional.*

*The whole crew is like a well-oiled machine when it comes to helping the Promoter. We would not have had the success we did without your input, and as you would know the greatest compliment I can give is to rebook another date with you which I have in 2025 and I know with your help we will once again be able to hang out the SOLD OUT sign."*

Bob McKinnon, Promoter

**MEC**

## Additional Marketing Options

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

### Single Program Page package Cost \$990

Inclusions in addition to complimentary marketing	Purchased individually	Single package
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Single page in our 2025 Digital Season Guide	\$660 incl GST	✓
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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 10,100+ locals	\$440 incl GST	✓
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An on-sale announcement EDM will be distributed to more than 10,100 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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<b>Total value</b>	<b>\$1,460</b>
<b>You save</b>	<b>\$470</b>

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

Inclusions in addition to complimentary marketing	Purchased individually	Single package
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Double page spread in our 2025 Digital Season Guide	\$990 incl GST	✓
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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 10,100+ locals	\$440 incl GST	✓
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An on-sale announcement EDM will be distributed to more than 10,100 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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<b>Total value</b>	<b>\$1,790</b>
<b>You save</b>	<b>\$590</b>

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)



## The Flett Studio package Cost \$350

Inclusions in addition to complimentary marketing	Purchased individually	Single package
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Half page in our 2025 Digital Season Guide	\$330 incl GST	✓
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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 10,100+ locals	\$440 incl GST	✓
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An on-sale announcement EDM will be distributed to more than 10,100 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.

<b>Total value</b>	<b>\$770</b>
<b>You save</b>	<b>\$420</b>

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

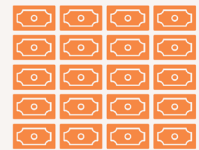
### BERYL JANE FLETT STUDIO

**160 / 350**

capacity doubles when seating is retracted

**33,629**

ticket sales (2023/24 FY)

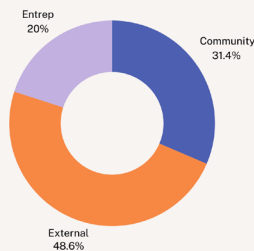


**84,000**

visitors to our website, 83,000 new visitors (2023/24 FY)

**32%**

open rate for MEC eDMs above industry standard 21.1%



**80**

performances last year including entrepreneurial shows funded by MidCoast Council

## Local Media Contacts

Press	Contact	Phone	Email
Manning River Times	Julia Driscoll Journalist	(02) 6592 1988	Julia.driscol@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
Radio			
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.			
TV			
WIN TV and NBN advertising	Grayem Bird	0428 603 598	birdg@winnetwork.com.au
NBN Journalist	Rob Douglas	(02) 6551 0062	robert.douglas@nine.com.au
Prime 7 Journalist	Hannah Hartup	0427 069 088	hhartup@seven.com.au
Prime 7 advertising	Paul Broadhurst	0412 069 088	pbroadhurst@seven.com.au
Prime 7	Sales	(02) 6552 8777	sales.taree@prime7.com.au

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