

REGENT ON BROADWAY

# MEDIA KIT



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MARKETING OPTIONS TO  
ASSIST YOUR EVENT SALES

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**LIVE** THEATRE

REGENT.CO.NZ

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# TEAM REGENT

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## WHO'S WHO...

### **GENERAL MANAGER - DAVID WALSH**

He who takes care of all things managerial.

DDI. 06 350 2109

F. 06 350 2108

E. [manager@regent.co.nz](mailto:manager@regent.co.nz)

### **BOOKINGS COORDINATOR - KAREN HAMBLING**

She who gathers information, distributes it and makes your booking. Must CC in on everything

DDI. 06 350 2113

E. [bookings@regent.co.nz](mailto:bookings@regent.co.nz)

### **FINANCIAL CONTROLLER - JULIE WALKER**

She who takes care of contracts, admin & finances.

DDI. 06 350 2105

F. 06 350 2108

E. [admin@regent.co.nz](mailto:admin@regent.co.nz)

### **TECHNICAL MANAGER - SHAMUS JACKSON**

He who takes care of backstage so your event runs smoothly.

DDI. 06 350 2102

M. 021 989 270

E. [technician@regent.co.nz](mailto:technician@regent.co.nz)

### **TICKETING STAFF - KAREN HAMBLING**

She who sells your tickets.

P. 06 357 9740

E. [karen@regent.co.nz](mailto:karen@regent.co.nz)



## MARKETING SOLUTIONS PROVIDED BY US... FREE TO YOU

Welcome to the Regent on Broadway. As part of your EventTicketingCentre marketing package, we would like to help you promote your event as best we can. In this document you will find what marketing opportunities we offer free of charge in conjunction with your venue hire to help develop your audience and increase ticket sales.

For all ticketed events at the Regent on Broadway, using Ticketek, your event will be added to:

- **Regent on Broadway's website listing in our What's On section. Possible feature in home page (at our discretion)**
- **Regent on Broadway's Facebook and Instagram promotions and posts**
- **Regent on Broadway's media screen display in the Foyer**
- **Regent on Broadway's What's On monthly EDM to approximately 4,000 recipients (if the event is being performed at the Regent on Broadway)**
- **Regent on Broadway's Foyer, windows and box office walls using your specific poster collateral**
- **Regent on Broadway's What's On column printed weekly in the free to door Manawatu newspaper, 'The Guardian' and in the monthly 'Enjoy\*' insert in the Manawatu Standard**
- **Advertising on the Ticketek Website: [www.premier.ticketek.co.nz](http://www.premier.ticketek.co.nz)**
- **Advertising on the Eventfinder Website: [www.eventfinda.co.nz](http://www.eventfinda.co.nz)**
- **Regent on Broadway's What's On printed in-store flyer**
- **Regent on Broadway's annual brochure, distributed to approx. 42,000 local homes, businesses and organisations in the Manawatu and Horowhenua (subject to space availability)**

\*If your event is not ticketed, these marketing options are also available however it will not be printed in the What's On column in the Enjoy as this is strictly a Ticketek listing. For non Ticketek events please email an event description of 50-100 words and only high-resolution images (please refer to page 2 & 3 for information on sizes).

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# WEB SITE GRAPHICS

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FOR ENQUIRIES ON MARKETING PLEASE CONTACT  
MARKETING & PROMOTIONS COORDINATOR  
ANOUSHKA TREUR [anoushka@regent.co.nz](mailto:anoushka@regent.co.nz)



## WHAT WE NEED FROM YOU

For use on the Ticketek website and the Regent on Broadway website and other digital media please supply high resolution images in JPEG, PNG or PDF format in the following sizes:

- Regent on Broadway web site 'What's On' 202px (wide) x 58px (high)
- Regent on Broadway web site 'Hero Banner' 818px (wide) x 350px (high)
- In-house display screens 1920px (wide) x 1080px (high)
- EDM 887px (wide) x 742 px (high)
- Monthly E-News general 591px (wide) x 555px (high)
- Monthly E-News banner 2398px (wide) x 591px (high)
- Airport 'What's On' general 327px (wide) x 173px (high)
- Cinema 'What's On' general 639px (wide) x 219px (high)
- Ticketek: Please refer to the ticketing contract for size details

**Please ensure media contains relevant information to our venue.**

Assistance can be provided but may incur an extra charge.

Please e-mail your event logo, photos and graphics to [anoushka@regent.co.nz](mailto:anoushka@regent.co.nz)

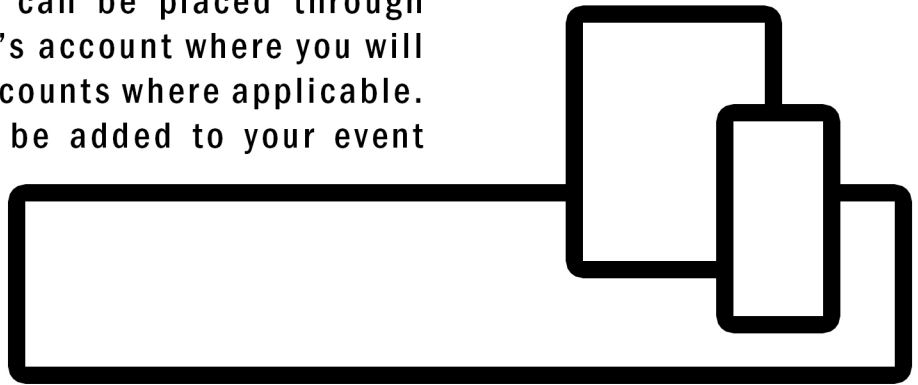


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# PRINTED MATERIAL

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Your promotional costs can be placed through the Regent on Broadway's account where you will receive the theatre's discounts where applicable. Any costs incurred will be added to your event settlement invoice.



## WHAT WE CAN DO FOR YOU

Here at the Regent on Broadway we can display printed material around our venue. We also distribute to other ticketing outlets in the middle to lower North Island. Please find following suggested sizes and quantities.

- A0 x 1 displayed in the Showcase Cabinets at the venue entrance
- A1 x 3 (portrait) displayed in the Regent on Broadway's Box Office
- A3 x 20 displayed at the Regent on Broadway and distributed to other outlets
- A4 x 30 distributed to cafes in the CBD
- DLE x 500 - 1000 displayed at the Regent on Broadway and distributed to other outlets
- Pull Up Banner x 1 displayed in the Regent on Broadway's ticketing office (subject to available space)
- Venue Banner\* 6.4m (wide) x 1.2m (high) displayed on the exterior of the Regent on Broadway (subject to available space)

\*There is no charge for displaying the banner. Please contact our Marketing & Promotions Coordinator, to discuss the graphics requirements and pricing.

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# MEDIA CONTACTS

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YOU'RE WELCOME

## PRINT ADVERTISING

**STUFF** provides a mix of advertising opportunities across print and digital.  
**MANAWATU STANDARD** Daily, **THE ENJOY** Monthly Magazine & **FEILDING HERALD** Thursday.  
**NZME** is the most widely distributed community newspaper in the Manawatu region.  
**MANAWATU GUARDIAN** Thursday

*To discuss pricing in any of the above publications please contact:*

Julie Walker  
E. [admin@regent.co.nz](mailto:admin@regent.co.nz)  
P. 06 350 2105

## RADIO ADVERTISING

**MEDIAWORKS**  
Neridah Mcphail  
E. [neridahmcphail@mediaworks.co.nz](mailto:neridahmcphail@mediaworks.co.nz)  
M. 021 180 2489

**NZME (formerly Radio Network)**  
Viv Shaw  
E. [viv.shaw@nzme.co.nz](mailto:viv.shaw@nzme.co.nz)  
M. 027 251 8198

## PALMERSTON NORTH CITY COUNCIL

Promotional Sites include the **CITY ENTRANCE KIOSKS, ACROSS STREET BANNERS, FLAGS & I-SITE LED sign.**

Jessica Ballinger  
E. [Jessica.ballinger@pncc.govt.nz](mailto:Jessica.ballinger@pncc.govt.nz)  
P. 06 356-8199 ext 7380

## OTHER ADVERTISING

### THE SQUARE

Online marketing which has the largest collection of local event listings, making it the best guide to what's on in this region.

Gerry Keating  
E. [gerry@thesquare.co.nz](mailto:gerry@thesquare.co.nz)  
P. 06 280 3208

## **GO MEDIA**

The largest independent outdoor media provider in New Zealand. A progressive media supplier for agencies and direct clients seeking outdoor media solutions within New Zealand.

Rachel Ferguson

M. 0223443615

E. rachel@gomedia.co.nz

## **SCREEN VISTAS**

Screen Vistas is an independent kiwi owned company of passionate cinema lovers, that have been in the business for over 30 years. Offering advertising placements across New Zealand, not only the big chains but also connect you with the largest network of independently owned/boutique cinemas.

Vicky Hibbard

Media Consultant

M: 027 609 3897

## **PHANTOM BILLSTICKERS**

Production & placement of **STREET POSTERS, SHOP POSTERS & FLYERS (retail), PROGRAMMES, BROCHURES, POSTCARDS & HANDBILLS** promoting music, arts, events & street culture.

E. posters@0800phantom.co.nz

P. 0800 PHANTOM

## **GIGGLE ENTERTAINMENT NETWORK**

With over 80 screens in the Manawatu and over 1200 screens nationwide.

Giggle Entertainment is able to offer you a unique cost effective way to market your event throughout the Manawatu or New Zealand

Herb Tarrant

M. 021445619

E. herb@gogiggle.nz

# **ADDITIONAL OPTIONS**

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- Boosted Facebook promotions
- Arrange Local Giveaways/Comps
- Contact groups or schools who may also be interested
- National EDM through Ticketek