

# Welcome to the Embassy Theatre. The home of the #EmbassyExperience...

The venue's sales team are delighted to be working with you and look forward to generating sales in order to bring your show to the widest audience we can!

The Embassy Theatre's marketing contra is £318 (£265 + VAT) per event/performance.

Please note: Marketing for longer running events will need to be arranged at the point of contract.

## What's included?

- Minimum third of a page entry into an edition of our What's On brochure.
- A minimum of one e-shot to our entire database - this will feature other events that are appearing.
- Inclusion in relevant post-show emails to targeted audiences.
- Entry onto the Embassy Theatre's website with online ticket sales enabled.
- Distribution of print where supplied/appropriate.
- Poster/banner displays in the venue - A5 flyers/B2 posters/four sheets/pull up banner.
- Listings on external event websites and distribution of supplied press releases as appropriate.
- Social media activity - Facebook, Instagram, Twitter, TikTok.
- Event listing on the Embassy Theatre's external poster drums.
- Targeted exit leafleting.



External poster drum.

## What's On brochure:

Brochures are produced throughout the season, with 10,000+ copies delivered directly into homes that sign up to receive mailings from us. In addition to the direct mail, we distribute brochures and posters to a huge network of caravan parks, hotels and local attractions/businesses. Our brochure is also distributed via our main foyer which is at the heart of the town.

*Note: proofs for individual brochure entries are not available.*

## What we need from you.

In order to achieve the best quality print for you, we ask that you send us the following:

High resolution images to use, suitable for print. These should be a minimum of **300dpi (dots per inch)** with portrait and landscape options where possible and both with and without text/titles/logos.

Please note: formats such as .psd (Adobe Photoshop), .ai (Adobe Illustrator), or .indd (Adobe InDesign) are preferred.

A good quality promo video in .mp4 format.

Layered artwork - supplied using a file transfer service (WeTransfer or Mail Big File etc) or a link to a cloud storage drive (Dropbox, Google Drive or similar).

A layered logo or PNG image.

## Venue print requirements:

Please note: We will need to see a proof of any print that uses our logo and venue information.

If you are printing any ticket prices – they must be printed **fully inclusive of the Embassy Theatre** handling fee.

## Requested print quantities:

- 6 x B2 posters.
- Up to a maximum of 1,000 x A5 flyers.
- 2 x 4 sheet posters (60" high x 40" wide).
- 1 x pull-up roller banner.

Please do not send us excess print. A cost for the disposal of this will be charged at £12 + VAT per kilogram. All print/banners will be disposed of after the final performance.

## PVC banner advertising:

We have a limited number of sites where we are able to place a PVC banner - supplied by yourselves.

Siting of banners is subject to availability and is not available all year round. The Embassy Theatre accepts no responsibility for any loss or damage that may occur to banners once sited. The recommended size is a minimum of 2000mm long x 750mm high - please ensure that any banners supplied have metal eyelets.

The exterior of the theatre building (facing the street - Grand Parade) has room for one very large banner space, sized at 3000mm long/wide x 2000mm high when in place (3025mm long/wide x 2025mm high for bleed/print please). We will print, hang and remove on your behalf. The cost will be contra-charged in full to the show. These are £215 + VAT. (Limited availability per year).

## Address for print deliveries:

Embassy Theatre, Skegness  
Grand Parade  
Skegness  
Lincolnshire  
PE25 2UG

### **Embassy Theatre website listing:**

To enable online sales, please provide the following:

A selection of high resolution portrait and landscape images supplied both with and without text/titles/logos.  
Production shots.

Web header image dimensions are sized at **1920 pixels wide x 575 pixels high**.

One website thumbnail - sized to **420 pixels wide x 250 pixels high**.

If you cannot supply an image to this size the listing may not display correctly - we reserve the right to edit the supplied images and will ensure an in-house edited 'best-fit' where possible.

A maximum of 300 words promoting and explaining your event. Brochure copy will be acceptable. We ask that you make the copy as detailed as you can. A description of the show/artist/performers - not just a biography or press release. We reserve the right to edit the supplied copy to suit our audience.

Links for video features (we can link to YouTube).

A WeTransfer/Dropbox link to a .mp4 video download is also vital for social media activity.

Links to the show/event website – these can be included as a part of your event listing.

Links to your social media channels.

Reviews or quotes relating to your event/artist/production.

Please advise and supply information relating to any specific content or details within your event/show including but not limited to:

- Age restrictions or recommendations.
- Strobe light and/or pyrotechnics.
- Any adult themes within the event.
- Support acts.
- Availability of education packs or other resources.

Our preference is to run with 'Early Bird' ticket offers that are negotiated at the point of contract and are launched as the show goes on sale. We will not distribute last minute offers as we feel that these have a detrimental effect on our core audience and upset those who booked earlier at potentially, a higher price.

*Please note: The Embassy Theatre reserves the right to edit any copy supplied.*

### **E-shots:**

Your show/production will feature in at least one e-shot with some receiving additional targeted output.

We send out e-shots regularly, to those registered with our email marketing system. There are currently, in excess of 29,000 people registered. These are designed with one lead event/main feature listing (chosen at our discretion) and a cross-section of other events scheduled in the coming weeks at the time of the e-shot or announcing a new on-sale.

Please note: the e-shot content and frequency is entirely at the discretion of the venue.

We **do not** issue solus e-shots however targeted e-shots are available, allowing us to tailor make the audience and therefore see a better return in your investment. These are £125 + VAT.

### **Digital opportunities:**

The venue has two street facing screens that operate 24/7 - 365 days a year. A still image can be used as a part of the on screen animation however .mp4 format videos are also welcomed.

Space can be booked at a cost £42 + VAT per week.

The venue will create the artwork on your behalf.

Still images are welcomed for slide shows - 1080 pixels wide x 1920 pixels high (portrait at 300dpi).

We work with a digital screen partner that operates three sites in the local area - at roundabouts and very busy junctions.

Still image slides can be booked - with a 10 second uptime, every few minutes. We have invested heavily in this area and have negotiated excellent rates. Images are sized at **576px wide x 288px high and 600px wide x 280px high** (72dpi please).

- One screen | from £395 + VAT for 14 days.
  - Two screens | from £750 + VAT for 14 days.
- Longer campaigns are available at a slightly reduced rate.



External digital screen.



Internal digital screen.

### **Social media boosted posts/adverts:**

The venue will achieve on your behalf, boosted social media posts and adverts via Facebook, Instagram and Twitter. Please send your targeted audience information so we can maximise the engagement and reach for you.

Please note: due to the volume of these that we achieve, we cannot send any itemised statistics.

### **Print advertising:**

Prices will be negotiated on application via the media partner. Our local titles are the Skegness Standard, Boston Standard, Louth Leader, Market Rasen Mail, East Coast and Wolds Target, Boston Target and Sleaford Target. All advertising rates are carefully negotiated - any agreed spend will be contra-charged in full to the show.

### **Venue ticket wallet:**

We produce an in-house ticket wallet which is given to all of those customers who book their tickets at our Box Office. Their tickets and receipt are placed inside. Anyone who opts to collect their tickets from the counter prior to a performance are also provided with one. These are renewed on a regular basis.

Square advert inside | £32 + VAT

### **Embassy Theatre gallery:**

Our lower foyer gallery space is being used to publicise forthcoming events. The venue will hang a full colour print, frame with full booking details, as well as remove the artwork on conclusion of the event.

There are various sizes - these are:

- 1880mm high x 1720mm wide portrait | £229.00 + VAT
- 2110mm wide x 1370mm high landscape | £209.00 + VAT
- 2000mm wide x 1020mm high landscape | £189 + VAT
- 1800mm wide x 1020mm high landscape | £189 + VAT
- 1400mm wide x 870mm high landscape | £169.00 + VAT
- Full wall wrap | £689 + VAT



Full wall wrap.



Theatre gallery.

### **Radio advertising:**

Typical, week long airtime campaigns range from approximately £1200 + VAT + production.

More details are available upon request. Our local, commercial radio station is called Lincs FM.

Interview opportunities are available via BBC Radio Lincolnshire although no paid for opportunities are available. More details are available upon request.

### **Sales updates:**

Automated sales figures will be sent out on a Monday and a Thursday. These will only be sent to the named person agreed with your marketing team/promoter.

To be added to the list for updates please supply the relevant email address to: [Danielle.Deakin@mvtlc.org](mailto:Danielle.Deakin@mvtlc.org)

All agreed additional marketing will be **costed in full** to the production/promoter unless agreed at the point of contract.

### **Venue marketing and publicity:**

Brendan Bugg | Theatre Marketing Officer/Assistant Theatre Manager

E-mail: [brendan.bugg@mvtlc.org](mailto:brendan.bugg@mvtlc.org)

Telephone | 01507 681862

Embassy Theatre | Box Office

E-mail: [embassytheatre@mvtlc.org](mailto:embassytheatre@mvtlc.org)

Telephone | 01754 474100

Information/pricing shown in this document correct at time of publication. Prices are subject to change.  
Version | season 24/25\_01

Embassy Theatre, Grand Parade, Skegness, Lincolnshire, PE25 2UG  
The Embassy Theatre is operated by Magna Vitae. A Partner to East Lindsey District Council.  
© 2023

Magna Vitae is a company limited by guarantee registered in England and Wales.  
Registered number 09078400  
Registered offices: Meridian Leisure Centre, Wood Lane, Louth, Lincolnshire, LN11 8RS.  
VAT Registration No. 198 2146 79 | Magna Vitae is a Registered Charity. Charity Number 1160156



**Embassy Theatre, Skegness**

**#EmbassyExperience #keepingentertainmentlive #thisiswhatwedo**  
**[www.embassytheatre.co.uk](http://www.embassytheatre.co.uk) | 01754 474100 | @EmbassySkegness**