

Embassy Theatre, Skegness | the home of the #EmbassyExperience...

Our sales team are delighted to be working with you and look forward to creating ticket sales!

The venue's marketing contra is £354 (£295 + VAT) per event/performance.

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

What's included?

- 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.
- Social media activity - Facebook, Instagram, TikTok and X.
- Video trailers on in-house television screens.
- Event listing on the Embassy Theatre's five external poster roundels.
- Targeted exit leafleting.



External poster drum.

Embassy Theatre's What's On brochure:

Brochures are produced during 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.

In order to achieve the best quality print and social media output for you, we ask that you please send us the following:

High resolution images. 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 high 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 venue print quantities:

- 6 x B2 posters.
- A maximum of 500 x A5 flyers.
- 1 x 4 sheet poster (60" high x 40" wide) or (1524mm high x 1016mm 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 £25 + 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.

Address for venue print and/or banner deliveries:

Marketing and Sales
Embassy Theatre, Skegness
Grand Parade
Skegness
Lincolnshire
PE25 2UG

Embassy Theatre website listing:

To enable embassytheatre.co.uk 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 200 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/MailBigFile/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/any adult themes within the event.
- Strobe light and/or pyrotechnics.
- 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 and loyal audiences and upset those who booked earlier at potentially, a higher price.

We are happy to edit your website entry with revised copy and imagery however excessive requests for changes/edits will result in an admin charge of £40 + VAT.

Please note: The Embassy Theatre reserves the right to edit any copy supplied for print and digital activity.

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 33,000 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 £175 + VAT.

Digital screen opportunities:

The venue has two main street facing double sided screens and one cafe screen (also double sided) that operate 24/7 - 365 days a year. A still image can be used as a part of the on screen animation.

Space can be booked at a cost of £30 + VAT per screen, per week. We would recommend booking the main street screens as a pair (£60 + VAT per week). All three screens would therefore be £90 + 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. One screen is opposite the town's two busiest supermarkets. The other is adjacent to a major road in the town. Still image slides can be booked - with an average 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 £445 + VAT for a minimum of 21 days.
- Two screens | from £795 + VAT for a minimum of 21 days.

Longer campaigns are available at a slightly reduced rate.

Digital screen advertising is also available on the nearby Skegness Pier complex. This venue is on the main street (Grand Parade) approximately 200 yards from the theatre. The complex has two screens and a booking covers both sides. The screen operates 24/7 - 365 days a year.

- Both screens | from £375 + VAT for a minimum of 21 days.



External digital screen.



Pier 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 X. Please send your targeted audience information so we can maximise the engagement and reach for you.

Please note: due to the number of live events and therefore, the volume of these that we achieve, we cannot send any itemised statistics for any boosted output.

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. We tend to achieve a full newspaper outer wrap or inner double page spread during the festive season - please enquire early as this is a hugely popular initiative for us.

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 and generally ordered supplies last two/three months on average.

- Square advert inside | £38 + VAT or landscape advert on inner flap | £80 + VAT

Embassy Theatre interior and exterior wrapping opportunities:

Our lower foyer gallery space, feature walls and venue frontage is used to publicise forthcoming events. The venue will hang a large format colour print and frame with full booking details (gallery only), removing the artwork following the event. (Untreated walls are shown on the right for scale).

There are various gallery/wall sizes - these are:

- *1880mm high x 1720mm wide portrait | £319.00 + VAT
- *2110mm wide x 1370mm high landscape | £289.00 + VAT
- *2000mm wide x 1020mm high landscape | £269.00 + VAT
- *1400mm wide x 870mm high landscape | £239.00 + VAT
- Full lift area wall wrap | £829 + VAT
(*Dimensions: 4410mm wide x 2620mm high)
- Main foyer wall wrap | £449 + VAT
(*Dimensions: 2440mm wide x 2620mm high)
- Exterior venue front door(s) wrap:
 - *1830mm high x 665mm wide portrait per door
 - £169 + VAT per door

* Please include an additional 5mm bleed with no crop marks into all of the sizes above to allow for neat trimming.



Full lift area wall wrap.



Main foyer wall wrap.



Exterior door wrap.



Theatre gallery.

Radio advertising:

Typical, week long airtime campaigns range from approximately £1500 + VAT + production.

More details are available upon request. Our local, commercial radio station is Hits Radio Lincolnshire, a part of the Bauer Media Group. 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(s) 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

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

Venue marketing and communications:

Brendan Bugg | Marketing and Sales Manager | E-mail: brendan.bugg@mvtlc.org | Telephone | 01507 681862
Embassy Theatre | Box Office | E-mail: embassytheatre@mvtlc.org | Telephone | 01754 474100

Information/pricing shown in this document correct at time of publication. Prices are subject to change.
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Embassy Theatre, Grand Parade, Skegness, Lincolnshire, PE25 2UG | The Embassy Theatre is operated by Magna Vitae. A Partner to East Lindsey District Council.
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