

# BAYCOURT

WHERE THE ARTS COME ALIVE!

# Marketing Options

Baycourt can offer added value marketing options free of charge, however to assist Baycourt we will require marketing collateral 2 -3 months prior to your event.

ALL INFORMATION/PRICES VALID AS OF 2017/2018

[BAYCOURT.CO.NZ](http://BAYCOURT.CO.NZ)



# Marketing Options

Baycourt welcomes you to the Bay of Plenty and offers a range of marketing opportunities free of charge with your venue hire to help develop your audience and increase ticket sales.

For all ticketed events at Baycourt, once on sale, using the Ticketek NEN information, your event will be added to:

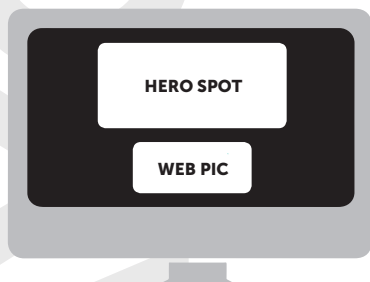
- Baycourt Seasonal brochure and Baycourt Box Office 'What's On' flyer.
- Baycourt website listing in 'What's On' section. Possible feature in home page hero spot closer to the event (at Baycourt's discretion).
- Baycourt Facebook promotions and posts.
- Baycourt 'What's On' media screen display in the Baycourt Foyer.
- Baycourt 'What's On' monthly EDM to approximately 7,000 recipients.
- Friends of Baycourt monthly newsletter to approximately 450 recipients.
- Baycourt Foyer, window, back wall and bathroom displays for specific poster collateral. Foot traffic through the Baycourt foyer averages approx 4,000 per month.
- Baycourt 'What's On' weekly and fortnightly print advertising in the Bay of Plenty Times' Vibe magazine and SunMedia's .
- Baycourt 'What's On' monthly radio advertising through Mediaworks (at Baycourt's discretion).

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## Artwork We Need From You

Most of the information we need from you is supplied on your Ticketek NEN, however we also need artwork at the following sizes and specs:

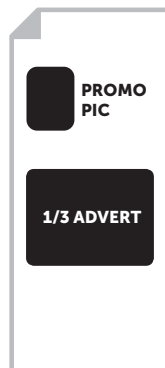
[www.baycourt.co.nz](http://www.baycourt.co.nz)



\*at Baycourt's discretion

**HERO SPOT**  
1240px (w)  
x 560px (h)\*

**WEB PIC**  
780px (w)  
x 336 px (h)



### Seasonal brochure

**PROMO PIC**  
30mm (w) x 40mm (h)  
300dpi (portrait – no text)\*

**1/3 ADVERT**  
90mm(w) x 60mm(h)  
landscape 300 dpi. This is optional  
based on your decision to purchase.

\*we'll deal with the corners.

You should ask your graphics Dept/Company to provide these screen and print ready files. If you are having problems we have suppliers available to help (may incur extra cost).

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For enquiries on marketing please contact  
**Marketing Coordinator [David.Tauranga@tauranga.govt.nz](mailto:David.Tauranga@tauranga.govt.nz)**

# Printed Material

We can display printed material at Baycourt. Please find following suggested sizes and quantities:

- A0 x 1 displayed on the Baycourt Showcase Wall or Brochure display stand
- A1 x 2 (portrait) displayed in the Baycourt Box Office light boxes and Showcase Wall
- A1 x 1 (portrait) displayed in the Tauranga City Council Library window (at Baycourt's discretion)
- A4 x 2 displayed at the Baycourt Box Office
- DLE x 300 displayed on the Baycourt Brochure Stand
- Pull Up Banner x 1 displayed in the Baycourt Foyer (subject to available space)
- Corflute Signage\* displayed on the Exterior of Baycourt (1.2 m high x 2.4m wide)

There is no charge for displaying the sign which will be displayed in date order.

Our recommended Corflute supplier is:

## **Marathon Visual Media**

Steve Harwood – Owner/Operator

e: [steve@mvm.co.nz](mailto:steve@mvm.co.nz)

p: 07 578 3117

Approximate cost for printing is \$300 + GST.

\* If you wish for your marketing material to be returned following the event, please inform the Marketing Manager before your event day.



For design of advertising material (posters, ads, billboards, webgraphics) and print management we recommend:

## **The Galaxy Design Co.**

e: [andy@thegalaxy.com](mailto:andy@thegalaxy.com)

p: 027 423 4453



For local poster/flyer distribution we recommend:

## **Brian Wafer**

e: [waferb@ihug.co.nz](mailto:waferb@ihug.co.nz)

or **Phantom Billstickers Ltd**

0800phantom.co.nz



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# Additional Options

If you have a customer incentive or offer, please speak to the Marketing Coordinator about additional options including:

- Ad space in Baycourt brochure
- Friends of Baycourt offer
- Facebook promotions
- Targeted EDM
- Giveaways/Comps Local

## Media Contacts

### Channel

Print Advertising

### Organisation

**Bay of Plenty Times** (main daily newspaper, also has a weekly entertainment lift out - Vibe)

### Contact Details

Tara Childs  
e: Tara.Childs@bayofplentytimes.co.nz  
p: +64 7 577 7770

**Weekend Sun** (weekend paper) and Sunlive (online version)

Bianca Lawton  
e: bianca@thesun.co.nz  
p: +64 7 928 3673

Radio Advertising  
(Both networks have local breakfast shows and can conduct giveaways, promos, interviews etc.)

### Mediaworks

Bernie Morgan  
e: bmorgan@mediaworks.co.nz  
p: +64 7 928 7300 ext 7351

### Radio Network

Kate Jones  
e: kate.jones@nzme.co.nz  
p: +64 7 577 8501

**Creative Bay of Plenty**  
Advertising Options

Weekly newsletter  
Window Advertising  
(Pixemate Screens)

Rachel Beange  
e: jennifer@creativebop.org.nz  
p: 07 928 5270

## Marketing Suggestions

- Speak to **Creative Bay of Plenty** about the options they provide
- Arrange flyer drops and postering
- Contact groups or schools who may also be interested
- Contact Tauranga City Council for roadside sign bookings

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## Audience Information (Baycourt Reach)

Method	Reach	Age Range	Gender	Location
<b>Facebook page</b>	2800+ Followers	18% 18-24	54% Female	57% Tauranga
		24% 25-34	46% Male	12% Mount/Papamoa
		18% 35-44		
		16% 45-54		
		13% 55-64		
<b>Website</b>	Approx 8,200 unique page views per month	34% 25-34	46% Female	55% Tauranga
		28% 18-24	54% Male	26% Auckland
		16% 35-44		
<b>What's On EDM</b>	Approx 7,000/month			Subscribers
	35% Average Open Rate			
<b>Baycourt Events</b>	(2014/15) 45,329 patrons in total			Baycourt Addison Theatre, X Space and Foyer
	(2015/16) 57,731 patrons in total			
<b>2015 Annual Survey</b>	1085 Respondents	22% 41 - 50	81% Female	62% Tauranga
		21% 51 - 60	19% Male	24% Mount/Papamoa
		20% 31 - 40		20% Wider Tauranga/ BOP/Waikato/ Auckland
		16% 61 - 70		

## Print Media Reach

Publication	Frequency	Readership
Bay of Plenty Times	Weekly VIBE	39,000
Bay News	Saturday	58,000
Weekend Sun	Saturday	83,000

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