

# Promoter Pack

Liverpool Philharmonic Music Room

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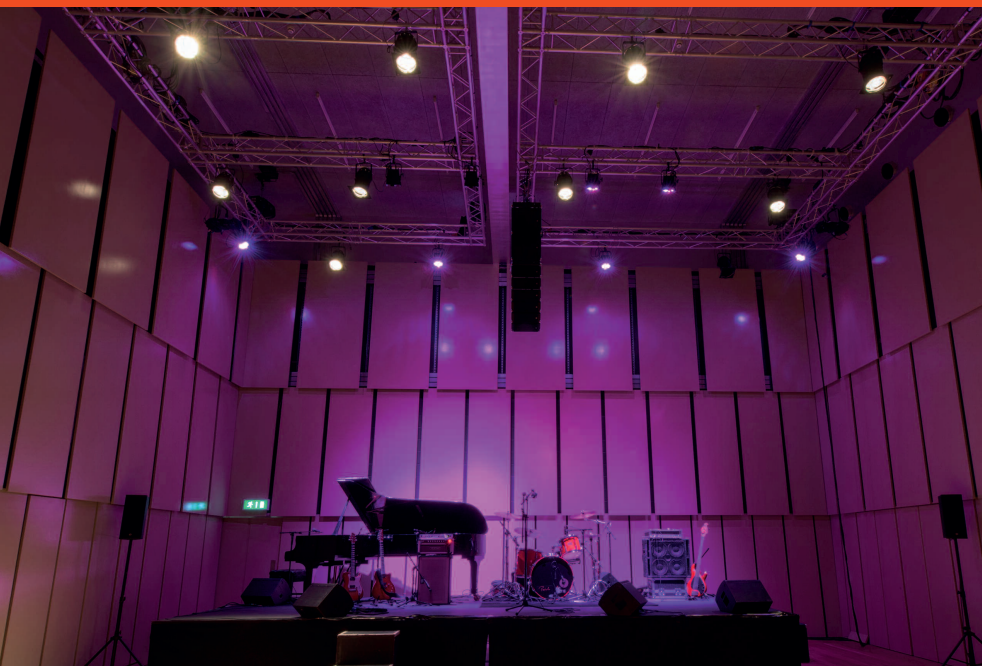






# Thank you for hiring a space for your event at Liverpool Philharmonic.

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Here is everything we think you need to know to get the word out about your event.

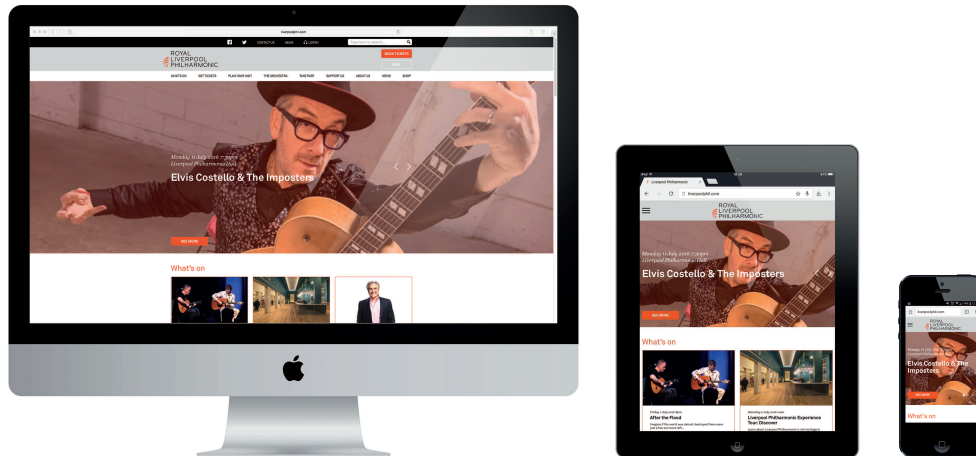
It is the hire's responsibility to promote your event but we want it to be a success so our Marketing Team at Liverpool Philharmonic can provide advice and have created a range of products and communication channels which you can access in addition to the services which are included in the hire fee.

If have any queries, please don't hesitate to get in touch.

We look forward to working with you.

# Marketing services included in the hire fee

## Website



### **liverpoolphil.com**

Your event will receive its own event page on our website [liverpoolphil.com](http://liverpoolphil.com) which receives approximately 7,000 visits daily. We will include online

ticket purchasing for your event and can include sound clips and video clips as well as links to artists' websites and social media.

The website address is featured on all our print, ads, posters, hoardings and is also actively promoted online via Google AdWords.

## What's On Guide

Three times per year (usually March, July and November) we produce a colour newspaper style brochure for all events occurring at Liverpool Philharmonic Hall and any external promotions. This brochure is sent to 60,000 recent Liverpool Philharmonic ticket buyers. Another 15,000 copies are distributed throughout Merseyside. Your event will be listed in the What's On Guide (event title, date, start time, ticket prices and a 50 word description – most event listings will also be accompanied by an image but this is at our discretion) subject to your information being provided by the publication deadlines.





# Music Room leaflet



Up to four times per year we produce a colour A5 brochure for all events occurring at Liverpool Philharmonic Music Room. This brochure is distributed throughout Liverpool Philharmonic Hall and Merseyside. Your event will be listed in the Music Room (event title, date, start time, ticket prices and a 30 word description – most event listings will also be accompanied by an image but this is at our discretion) subject to your information being provided by the publication deadlines.

# Print distribution

We will distribute up to 500 A5 flyers for your event in our venue. Please note that if you send in excess of 500 flyers, we cannot guarantee that we will be able to distribute these and surplus stock cannot be returned.

In venue we have a network of **digital screens** in the venue. We have no printed poster sites.

Please do not send any additional print unless specifically discussed with us: anything beyond the flyers specified above – including posters, banners, pop up displays, point of sale displays etc – cannot be displayed and will be disposed of.

Distribution of additional print for your event to relevant sites and venues throughout Liverpool and the North West can be arranged as an additional service when making your booking with us.



# What we need from you

## Getting your event online and in our brochure

To list your event on our **website** and in our **brochure**, we'll need you to provide the following assets and information:

Home > Current Events > **Elvis Costello & The Imposters**



#### Useful information

[When will I get my tickets?](#)  
[Waiting list](#)  
[Remind me of this event](#)

#### Share this



Monday 11 July 2016 7:30pm  
 Liverpool Philharmonic Hall

### Elvis Costello & The Imposters

**BOOK TICKETS**

Costello has followed his musical curiosity in a career spanning more than 35 years and is perhaps best known for his performances with The Attractions and The Imposters.

Though Costello is a much-loved Liverpool Philharmonic regular, having performed with us solo, with several of his own bands and even with Royal Liverpool Philharmonic Orchestra, this concert is a special treat as he returns with The Imposters. The last time that this classic line-up took to the stage was back in 2013.

In its five star review of his Albert Hall gig, the same year, The Telegraph admired that,

"The celebrated singer-songwriter delivered an angry, emotional, wild and wayward 28-song set that was more than any fan could reasonably ask for"

£49.50, £52.50, £58.50, £64.50

7.5% per order administrative fee applies for online & telephone orders, this includes all costs and postage is free. [More information about booking fees.](#)



Elvis Costello & The Imposters



### Image

- At least one high resolution **image** for your artist / event – 300 dpi, a minimum of 1,280 x 630 pixels and free from text.

Please make sure you provide us with appropriate artwork and assets as soon as possible when booking your event to ensure that we can give your event as much exposure possible across all our media platforms, you know that event announcements are a critical opportunity for exposure.

### Copy

- 200 words, or two paragraphs
- Any press quotes about the artist, show or artist's latest release
- Venue-specific copy is preferred to increase search engine optimisation
- Please note that all event copy is edited at the discretion of the Marketing Team to suit corporate style, tone and channel.

### Artist Biography

- 200 words, or two paragraphs
- Copy for each artist performing, including support acts.



### Assets

- **Links** to promo **video** of the artists' tour, live video or music video, and recent interviews on Youtube or Vevo.
- **Music:** Send us music you are happy for us to publish - links to Soundcloud.
- **Links** to boost the interactivity, and therefore exposure of your event, including -  
 Official artist/tour website URL  
 Twitter, Youtube channel  
 Soundcloud, Spotify

All images, copy and links should be sent to [marketing@liverpoolphil.com](mailto:marketing@liverpoolphil.com)

# Beyond the Basics

## Additional Marketing Services

We offer a range of packages starting from £200 to reach audiences in our venue, online and across the North West. If you have any queries regarding any of these packages please don't hesitate to contact us and talk us through your requirements.

	Standard	Lite	Deluxe
	FREE	£200	£400
Website event page	✓	✓	✓
What's On Guide listing	✓	✓	✓
Just Announced feature on liverpoolphil.com	✓	✓	✓
Flyer Distribution (in venue)	✓	✓	✓
Exit leafleting (targetted & in venue)		✓	✓
Social Media Posts		✓	✓
Music Room eNews		✓	✓
Digital Screens		✓	✓
Targetted e-solus			✓
Music Room leaflet	✓	✓	✓
Feature in Music Room leaflet		✓	✓
Local ads (Bido Lito/The Skinny/Guardian Guide)			✓
Featured in post-concert email		✓	✓

# What to do next...

Let's get the ball rolling.  
As soon as your event is confirmed please send the following information to [marketing@liverpoolphil.com](mailto:marketing@liverpoolphil.com)

- Your event copy, press quotes, artists' biographies
- Images (high resolution only please!)
- Digital content – links, videos, twitter hashtags, soundcloud etc

Don't forget to complete the following attached proforma and we'll be in touch!

We look forward to working with you.

## Pro Forma

Name of Event	
Date of Event	
Venue	

### Main Contact

Name	
Email	
Telephone	

Event copy supplied	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO	
High resolution image supplied	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO	
Digital content supplied	<input type="checkbox"/>	YES	<input type="checkbox"/>	NO	If yes please specify <input type="text"/>

Yes I am interested in all your free marketing services ☐

Yes I am interested in your marketing packages and would like to proceed with the following packages -

Standard	FREE	<input type="checkbox"/>
Lite	£200	<input type="checkbox"/>
Deluxe	£400	<input type="checkbox"/>

Date form completed:



Principal Funders



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**ARTS COUNCIL ENGLAND**



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Principal Partners



Media Partner



[itsliverpool.com](http://itsliverpool.com)