



MELBOURNE RECITAL CENTRE

Marketing Services Guide

Welcome



Welcome to Melbourne Recital Centre.

As a valued presenter we want to help make your event successful. A range of opportunities are available to assist you and complement your event's marketing activities. This guide provides a list of marketing services that can support your sales, marketing and promotional activity for public events at the Centre.

The Venue Hire Agreement includes a range of services to support your event. In addition, you can arrange for extra activities to enhance your event. This guide provides information on the costs, requirements, and opportunities for additional activities.

The Event Ticketing and Marketing Form you will have completed is the source from which we lift copy and is the basis of any marketing activity we may undertake, so please complete this as accurately as possible.

Please note, all marketing services are subject to availability.

Included Promotion

Event Page

All public events have an event page on the Centre's website. This page includes the following, and all information is copied from the Event Ticketing and Marketing Form:

- image(s)
- event description
- ticketing and venue details

You can also embed video, Spotify playlists and include links to other websites.

Event Listing Brochures

All public events are listed in the Centre's event brochures. Brochures are printed quarterly and listings include the following using information from the Event and Ticketing Marketing Form:

- event name
- ticketing and venue details

Brochure and Flyer Distribution

All public events with tickets sold through the Centre's Box Office have the option to distribute collateral in the foyer. Please contact the Centre's Marketing team to confirm availability.

Exit Billing

Exit billing at the conclusion of a concert may be possible. Please contact the Marketing Administrator to discuss this further.

Promotional Opportunities

- Digital

Homepage Carousel

Feature your event on the most prominent place on the Centre's website, where no more than 5 events are included.

Carousel includes:

- image
- link to Event Page
- short description (max. 15 words)

Cost: \$750 per week (+GST)

Dedicated eDM

The Centre's database can reach a highly engaged and targeted audience to promote priority access to tickets, purchase incentives, discounts, value adds or competitions.

Edms will include:

- image
- targeted message and event details

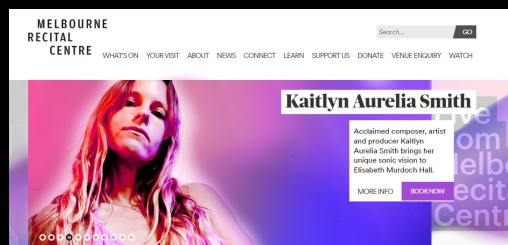
Cost:

1000-4000 recipients: \$150 (+GST)

4000-6000 recipients: \$250 (+GST)

6000-8000 recipients \$350 (+GST)

8000-10,000 recipients: \$500 (+GST)



MELBOURNE
RECITAL
CENTRE

Promotional Opportunities

– Digital

What's On eDM

Melbourne Recital Centre sends a fortnightly What's On eDM to over 1,100 members and 70,000 engaged subscribers.


Featured Events Listing

Promote your concert with a featured event listing, with the following included:

- image
- event details
- short description (max 30 words)

Cost: \$300 (+GST)

Upcoming Performances




Wed 30 Nov

Kardajala Kirridarra
Elisabeth Murdoch Hall

Melding the traditional and the contemporary, the music of Kardajala Kirridarra is sung in both Mudburra and English, and tells the story of the connection between Aboriginal women and country.

[Book Now](#)



Fri 2 Dec

Vika & Linda – Gee Wiz, it's Christmas!
Elisabeth Murdoch Hall

Celebrate the festive season with the iconic Vika & Linda as they take audiences on a toe-tapping journey with music from their new Christmas album — songs that are sure to become household holiday staples.

[Book Now](#)

Promotional Opportunities

– Digital

Organic Social Media

The Centre's social media channels are highly engaged with by our followers.

Current reach for our platforms are:

- Facebook: 24.2k
- Instagram: 8k
- Twitter: 6k

The Centre's Marketing team curate relevant content for publishing across our social media channels. If you have anything you'd like the team to share organically, please let us know.

Cost: Free (maximum two posts)

Paid Social Media Advertising

The Centre's marketing team can develop advertising for your event, with a nominated budget.

Formats vary based on Meta placements (Facebook and Instagram) and a recommendation will be given by the marketing team.

Cost: A minimum budget of \$50 plus a \$50 admin fee

Contact the Digital Manager for more information and discuss your social media advertising options in more detail. You can find a list of contacts at the end of this document.

Promotional Opportunities

– On Site

Outdoor Signage

Our digital screens are located on the Sturt Street facade of the Centre. One screen is reserved exclusively for Venue Hire events. Please contact the Marketing team if you would like to book a spot. Marketing approval is required for all digital artwork.

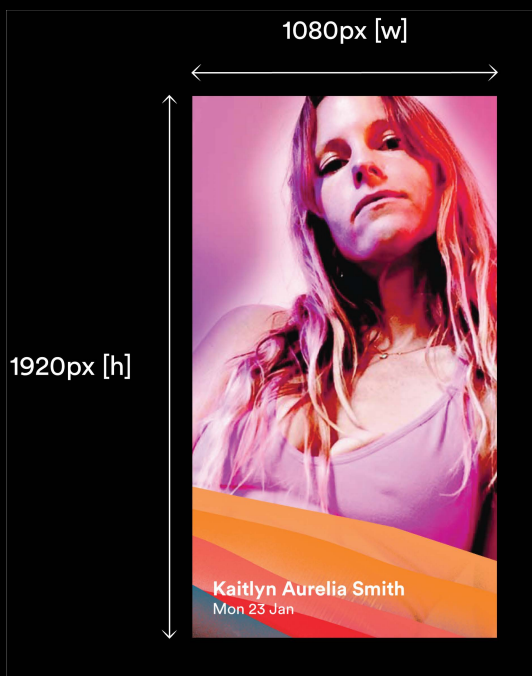
Specifications:

Finished digital artwork should be 1920px [h] x 1080px [w]

Format:

300dpi in either PNG or JPEG.

Cost: Free



Contacts



For edms and social media advertising please contact:

Sarah Greed, Digital Manager
sarah.greed@melbournerecital.com.au

For digital screens, website content, organic social and exit
billing please contact:

Simoñ Phillay, Marketing Administrator
simon.phillay@melbournerecital.com.au

Appendix

Reporting:

Melbourne Recital Centre uses a sophisticated Customer Relations Management System, Tessitura, which captures a vast array of information about ticket buyers. This information can be invaluable to your future campaigns and decisions.

We can provide base-level information about your audience in a report at the conclusion of the performance.

Reports include;

- mode of sale and price type
- top 10 postcodes
- constituent mailing preferences and customers willing to share data

Glossary of Terms:

Please ensure the following conventions are followed when producing any material/advertising;

Venue: Melbourne Recital Centre (NOT MRC or Recital Hall)

Venue: Elisabeth Murdoch Hall (Elisabeth with an 's')

Venue: Primrose Potter Salon (NOT The Salon)

Address: Cnr Southbank Blvd & Sturt St, Southbank (as opposed to the physical address of 31 Sturt St)

Website: melbournerecital.com.au (URL does not include the word 'centre')

Ticket prices: when prices are included on material please ensure the following disclaimer is included; Transaction and delivery fees may apply.

Box Office details: 03 9699 3333 | melbournerecital.com.au

Appendix

Free Online Listings:

Choose Art:

<https://chooseart.com.au/>

City of Melbourne:

<https://whatson.melbourne.vic.gov.au/listings>

3MBS Arts Noticeboard

<https://3mbs.org.au/arts-noticeboard/submit/>

Ticket Offers:

A number of organisations can assist with discreet tickets sales through discounts including;

TIX

<https://tix.co/contact>

Half Tix

<https://halftixmelbourne.com/information-for-promoters/>

Melbourne Recital Centre acknowledges the Traditional Custodians of the lands on which we work, live and learn. We pay our respects to the people of the Kulin nation, their Elders past, present and emerging and to all Aboriginal and Torres Strait Islander Peoples.