



APPENDIX A: Theatre Wire Cross Promotion Package

Being a member of our subscription series means that Theatre Wire will promote your shows through mailers, email campaigns, newsletters, and social media. It is mutually beneficial for you to promote Theatre Wire and we want to make this as easy as possible. We've put together this package of information on Theatre Wire; including our logos, as well as what we need to successfully promote you. If you have any questions, please contact us at marketing@vancouverfringe.com.

What we need from you to promote your show:

- Invite us to your show event on Facebook
- Tag us (@TheatreWire #TheatreWire) in social media posts
- Send us your press packages; including photos and any marketable reviews that come in

In order for you to promote us you need to know.....

What is Theatre Wire?

In addition selling individual tickets and offering discounts through subscriptions to a series of independent theatre shows, Theatre Wire is your connection to the independent theatre scene in Vancouver. Exclusive video featuring local theatre personalities, stories about Vancouver's vibrant theatre culture, independent theatre happenings in our city, and more! Visit TheatreWire.com, sign up for our newsletter, and follow us on social media to stay connected.

Theatre Wire offers 3-5 and 6+ Show Subscription Packages. Talking about the packages is a great way to promote your show at a competitive price, but you can also help promote and sell your friends' and colleagues' shows as part of a pass!

www.theatrewire.com/packages/

Curtain Speech:

Here is a simple script that we'd love for you to include in your front of house speeches. The more traffic we can drive to our website, the more tickets we can sell! Feel free to make this your own.

We are excited to be a part of Theatre Wire's subscription season! Theatre Wire is your connection to independent and Fringe theatre in Vancouver. Not only does Theatre Wire offer discounted theatre tickets through subscription packages, it also brings audiences awesome and interesting theatre related content. Visit TheatreWire.com for more!

Social Media:

Theatre Wire will follow you on social media so we can like, share, repost, and retweet some of your posts. Please follow us and share our content with your followers! Let's keep the Vancouver theatre scene connected. Using the hashtag #theatrewire and tagging us in posts will keep us in the loop! Please also invite us to Facebook events for your shows so we can RSVP and send invitations to our network.

Facebook: [facebook.com/TheatreWire](https://www.facebook.com/TheatreWire)

Twitter: twitter.com/theatrewire



Instagram: [instagram.com/theatrewire](https://www.instagram.com/theatrewire)

Theatre Wire Logo:

You will be sent a Dropbox link that has our logos as well as our logo usage guide. Please use these logos in online and print promotion of your show, letting people know where they can purchase tickets.

Programs:

If your company produces a program for your show, please include information about Theatre Wire. Included in the Dropbox folder will be ads for Theatre Wire in a few different sizes and formats. Please select the one that works best in your program.

Alternatively you can use a logo and the following text:

{SHOW TITLE} is proud to be a part of the Theatre Wire 2016/17 Subscription Series! Theatre Wire is your connection to the best independent theatre in the city. Tickets, subscriptions, and exclusive content giving you behind the scenes access Vancouver's unique and vibrant theatre scene! Visit TheatreWire.com to get connected!

At Show Promotions:

Included in your FOH package will be Theatre Wire brochures. Please have these available for patrons who come to your show. We may also contact you to inquire about setting up a table and/or Theatre Wire banner in your show lobby in order to promote Theatre Wire and the subscription.