

Get the most out of promoting your upcoming show!



Pageviews
21,000
Views per month



Social Media
4,222
Facebook followers



E-news (EDM)
11,553
Subscribers

Free Services

<p>Poster Display</p>	<p>Increase your show’s visual marketing presence by creating some posters and providing them to us. We’re happy to display them at the Clocktower Centre and will accept a maximum of ten A3 posters per show.</p>
<p>Plasma Screen Display</p>	<p>A plasma screen is located at the Box Office that features a rotation all of upcoming shows at the Clocktower Centre. If you provide us with one high resolution JPEG or PDF image (with little or no type) we’ll include your show.</p>
<p>Banners</p>	<p>We can take a maximum of two pull up banners for display in the Clocktower’s foyer. They must be organised, delivered and picked up on an agreed date by the hirer.</p> <p>There are currently no opportunities for banners to be placed on the venues exterior.</p>
<p>Distribution within Council Facilities</p>	<p>As the Clocktower is council run it’s connected to a range of other leisure facilities in the municipality. We often distribute collateral for upcoming events to these venues and can include promotional flyers about your upcoming show too.</p> <p>We accept DL Flyers (ideally between 500 and 2000).</p>

Monthly e-newsletter	Our e-newsletter goes out to over 11,000 subscribers a month, with the list continually growing. We include all upcoming events as well as shows that have gone on sale during the month
Social Media	<p>With an established social media presence, the Clocktower Centre has over 4,000 followers on Facebook. We are more than happy to co-host events with our hirers and to schedule a post on our Facebook page for when the events bookings open.</p> <p>We encourage hirers to have a social media strategy and encourage performers to also share the event for maximum exposure.</p>
Clocktower Website Listing	All performances at the Clocktower Centre are listed on our website under their respective genres. The Clocktower Centre website sees over 21,000 visitors on average per month. By providing us with your show details, a blurb and a high-resolution image (with little to no type) we will create a page and listing for your show on our page.
Listings	With the information provided for the website we will also add your show to our weekly event listings. At the start of each week we distribute this list of upcoming events with a short blurb to relevant media outlets and bloggers.

What we'll need from you to promote your show for free:

- A short blurb (50 words)
- A long blurb (100- 200 words)
- One high resolution image (with very little little or no type)
- Production images

Charged Services

<p>Electronic Direct Mail</p>	<p>Our monthly e-blast provides an opportunity for hirers to have their show particularly highlighted.</p> <p>At a cost of \$250 we can dedicate an e-blast to your show, or for \$150 your performance can be featured with another show (ie a shared e-blast).</p> <p>Please note that due to limited opportunities, a dedicated e-blast may not always be possible. Most E-blasts are sent out mid-month.</p>
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Other Opportunities

To create the most exposure for your show try promoting it through other local channels and distribution services.

<p>Distribution</p>	<p>Plakkit 03 9354 6611 sayhello@plakkit.com</p> <p>Mr Moto 03 9417 7008 getit@mrmoto.com.au</p>
<p>Advertising</p>	<p>Moonee Valley Leader grace.vanderriet@news.com.au</p> <p>Moonee Valley Weekly amahon@domain.com.au</p> <p>The Senior bwilliamson@thesenior.com.au</p> <p>Mama Mag kate@mamamag.com.au</p> <p>Melbourne Child info@melbourneschild.com.au</p>
<p>Local Bloggers</p>	<p>Tot, Hot or Not joyce@tothotornot.com</p> <p>Moonee Valley Kids</p>

hello@mooneevalleykids.com.au

Mama Knows North

rosie@mamaknowsnorth.com.au

Clocktower Centre Branding Obligations

No Clocktower logos or branding can be used on your marketing collateral unless discussed with our marketing department.

If you are getting any marketing collateral printed, it is recommended that you email a proof for us to approve prior to print. This is to ensure that all details are correct.

How to write our name:

Clocktower Centre

How to write our address and contact details:

750 Mt Alexander Road, Moonee Ponds, VIC 3039

Clocktowercentre.com.au | 9243 9191 | enquiries@clocktowercentre.com.au

Let us know if you have any questions regarding branding and we'll put you in touch with our marketing department.