

Publicity Opportunities!

The Chilliwack Cultural Centre and the Centre Box Office want to help you make your event as successful as possible. While we are pleased to assist you, please remember that publicity for your event is your responsibility. Having said that, as a service to our renters, we have compiled a list of promotional opportunities that we do offer.

Page on our website:

If you are selling tickets through our Centre Box Office you will automatically get a page on the Chilliwack Cultural Centre's website and two posters up in the front lobby.

Please send the following to the Marketing Manager Ann Goudswaard at ann@chilliwackculturalcentre.ca to build your event page:

- **Image** (*it can be your poster image*): 2" wide x 3" high, 300 dpi (high resolution)
- **Description:** please send a tagline (headline) and a couple of paragraphs describing your event.
- **Social Media:** please send links to your social media sites, website, and any video you might have that we can add to the page.

Poster details:

If you are printing posters for display, please take a moment to ensure that the following information is present and correct:

(The event is)

**at the Chilliwack Cultural Centre
in the HUB International Theatre or Rotary Hall Studio Theatre**

(Our address is)

9201 Corbould St. Chilliwack

(Tickets are available at)

Centre Box Office

[Centre Box office logo - white](#), [The Centre logo - white](#),

[HUB International Theatre logo - white](#),

[Rotary Hall Studio Theatre logo - white](#)

(Box Office number is)

604-391-SHOW (7469)

(Or on the web at)

www.chilliwackculturalcentre.ca

(Box Office hours)

Monday to Friday 9:00 am to 9:00 pm

Saturday & Sunday 9:30 am to 5:00 pm

(Please don't forget to include the DATE of your event, as well as the correct EVENT TIME)

Printing cost: 12" x 18" poster on glossy paper is \$1.20 per poster (we recommend 60 posters).

Poster Delivery service for any events sold through the Centre Box Office or taking place at The Centre is also available for a fee of \$1.25 per poster. Our poster coordinator will assess your event and make sure that the posters are put up in strategic areas around Chilliwack and the surrounding district.

We have found that 60 is the optimum number of posters for most events presented at the Chilliwack Cultural Centre. We have a lot of posters going out and limit them to 2 per week so as not to overwhelm the businesses that have generously agreed to put them up. Please contact our Marketing Manager, Ann Goudswaard at ann@chilliwackculturalcentre.ca three months before the event date to schedule your poster's delivery date.

Lobby TVs and Pre-show Theatre wall display in the HUB International Theatre

We have expanded our ability to promote shows within the building with projection capabilities on the large sidewalls of the HUB International Theatre pre-show. This space will be used to showcase shows and events happening at The Centre while the audience is waiting for their show or event to start.

Requirements:

The size of the ads for the lobby TVs is 1920 x 1080 pixels (6.4" x 3.6"). Minimum 300 dpi, full colour, jpeg or pdf format.

- ***Please remember to include the date and time of the event.***
- Artwork must be submitted meeting these specifications, or it will not run.
- Images will run in a queue for shows and events in the upcoming four to six week period before your event.
- Submit your image by email to ann@chilliwackculturalcentre.ca, subject Theatre Wall Promotion or Lobby TVs

Printing

We have the ability to print full colour up to 12 x18" (no bleeds) should you require posters or programs printed. Contact our Marketing Manager Ann Goudswaard at ann@chilliwackculturalcentre.ca for prices. However, for large quantities (over 500) we do recommend going to a professional printer. [Fraser Valley Custom Printers](#) are who we often use.

Banners

We have banner stands available for use by renters – at no charge. The dimensions are 31" wide by 71" high with grommets in the four corners (leave a 0.25" bleed for trimming). The cost of the banner itself is your responsibility. Banners can be put up in our front lobby up to four months before the event date. [Fraser Valley Custom Printers](#) are who we also use for banner printing. If needed we can pick up the banner from the printer and set it up for you.

Newsletters

We also offer a listing in both our E-newsletter that goes out every two weeks and in our print newsletter that goes out twice per month. If your tickets are on sale at the Box Office you will automatically go in both of these.

E-Blasts

We do not have the ability at this time to send out E-Blasts for our renters. However, if you have had events here at The Centre in the past you can request a list of your past patrons from the Box Office to send out your own.

Social Media

We are happy to share any Social Media postings of your event on our sites however we do not create social media posts for renters. We also don't have the resources to source them out so if you would like us to share any of your posts in a timely manner please email a post link to ann@chilliwackculturalcentre.ca

For more details or any questions about your publicity call Ann at 604-392-8000 or email her at ann@chilliwackculturalcentre.ca

We look forward to helping you have a successful event!