PUBLICITY OPPORTUNITIES

At the Chilliwack Cultural Centre and the Centre Box Office, we're excited to help you make your event a success! We're here to support you every step of the way.

Just a friendly reminder that promoting your event is up to you, and we're happy to offer guidance if you need it.

Marketing Checklist:

- ☐ Website Images
- ☐ Show Description
- ☐ Poster *(to go up in our lobby as soon as tickets are on sale)*
- ☐ Poster Delivery Service *(book your delivery date well in advance)*
- ☐ Banner
- ☐ Newsletter Feature
- ☐ Brochure Page

As a service to our renters, we have compiled a list of promotional opportunities available.

EVENT 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 on our website:

- **WEB IMAGE**: 2" wide x 3" high (1200px width x 1800px height), 300 dpi minimum (high resolution).
- **IMAGE for our ticketing program**: 3.52" wide x 1.60" high (1056px width x 480px height)
- **DESCRIPTION:** please send a tagline (headline) and a couple of paragraphs describing your event.

  Your tickets will not be available for sale on our website until these materials have been received.

SOCIAL MEDIA POSTS

We're excited to help promote your event by sharing your social media posts on our platforms!

Just a quick note: while we're happy to share, we don't create posts for you. If you'd like us to share your content, please feel free to add us as a Co-Host on Facebook events *(note: you will need to make your event as a page, not from a personal account)*, and we'll gladly accept! We also don't have the resources to source posts on our end, so if you can send us the links to your posts to ann@chilliwackculturalcentre.ca, we'll make sure to share them in a timely manner. Thanks so much, we look forward to collaborating!

Cultural Centre Facebook page
Cultural Centre Instagram page

POSTER DETAILS:

Please take a moment to ensure that the following information is present and correct:

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

(The event is)	at the **Chilliwack Cultural Centre** in the **HUB Theatre** or **Rotary Hall Studio Theatre**
(Our address is)	**9201 Corbould Street, Chilliwack, BC**
(Tickets are available at)	The **Centre Box Office** Cultural Centre logo / *Chilliwack Cultural Logo (white)* *Centre Box Office logo* / *Centre Box Office logo (white)* *HUB International Theatre logo* / HUB Theatre logo (white) *Rotary Hall Studio Theatre logo* / Rotary Hall logo (white)
(Centre 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**

LOCAL MEDIA contact information:
Media-Contact-Info_2027-WEB.pdf

POSTERS and PRINTING

We have the ability to print full colour should you require posters printed.

As of September 1, 2026 we will only be sending out smaller sized posters into the community. (9"x12", two poster per 12x18 sheet). I can size down to fit.
This is due to the large volume of posters going out into the community and available space.

Contact our Marketing Manager, Ann Goudswaard, at ann@chilliwackculturalcentre.ca a minimum of ***three months before the requested delivery date*** to schedule your poster's delivery. *(We have a high volume of requests)*

Printing cost: $1.50 per poster - 12" x 18" glossy paper (2 poster per sheet) *(we recommend 60 posters)*.

Poster Delivery service is also available for a fee of $1.25 per poster for any events sold through the Centre Box Office.

Our poster coordinator will make sure that the posters are put up in strategic places around Chilliwack and the surrounding area that have agreed to have them displayed.

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 a maximum of three per week so as not to overwhelm the businesses that have generously agreed to put them up.

LOBBY TVS AND PRE-SHOW THEATRE WALL DISPLAY IN THE THEATRE

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

We also have several TVs in the front lobby to display horizontal ads.

Requirements:

The size for both the lobby TV ad and the Theatre slideshow ad is 1920 x 1080 pixels (6.4" x 3.6"). *This is the size required by the program we use, not the final display size – it will fill the screen.* Minimum 300 dpi, full colour, JPEG format.

- ***Please remember to include the DATE, THEATRE, and TIME of the event.***
- Images will run in a queue for shows and events in the upcoming weeks before your event.

- Submit your image by email to ann@chilliwackculturalcentre.ca, subject Lobby TVs

BANNERS

We are moving away from the floor banners, but are still able to display banners in a couple of spots on our front windows. The dimensions are still 31" wide by 71" high with grommets in the four corners (leave a 0.5" bleed for trimming).

The cost of the banner itself is your responsibility. Banners can be put on display up to four months before the event date.

Fraser Valley Custom Printers is who we also use for banner printing. If needed, we can pick up the banner from the printer and set it up for you.

E-NEWSLETTER

We also offer a Save-the-Date listing in our E-newsletter that goes out bi-monthly. There is a queue for these so your event will be added when space becomes available closer to your event date. If your tickets are on sale at the Box Office, you will automatically go in at no charge.

E-BLASTS

We do not offer designated email blasts; however, we do offer a ***FEATURE SPOT*** in our E-newsletter if the dates work.

- Our E-Newsletter goes out to approximately 10,000 patrons, every other Tuesday.
- This feature spot comes at an additional cost of $350.
- *NEW!* We are now also offering a ***PREMIUM FEATURE SPOT*** at the top of our newsletter where you can add a video! This exclusive spot comes at an additional cost of $550.

We recommend booking a feature space, a minimum of 8 weeks before your show.

BROCHURE PAGE

We produce three brochures throughout the year. We produce and distribute 5000 copies of each one. The fee to have a page in one of the brochures is $350 per page.

1. **SPRING/SUMMER Brochure 2027** will cover events from May 1 to August 31, 2027
    - ***Submissions in by January 25, 2027*** *– distribution in February, 2027*

2. **FALL Brochure 2027** will cover events from September 1 to December 31, 2027

   - ***Submissions in by May 24, 2027*** *– distribution in February, 2027*

3. **WINTER Brochure 2028** will cover events from January 1 to April 30, 2028

   - ***Submissions in by September 20, 2027*** *– distribution in October, 2026*
   - The page size is **5.5" wide by 8.5" high**. *Allow extra .25" image space (bleed) around the edge for trimming (no text close to the edges).*
   - You will be responsible for the entire space so please remember to have your **DATE, TIME, and LOCATION (theatre)** on your page.
   - The artwork (pdf, png, or jpeg) should be a minimum of 300dpi resolution for print, full colour, with bleeds, and is required by **Septemer 20, 2027,** to meet our **printing deadline.**

For more details or any questions about your publicity, contact the Marketing Manager Ann Goudswaard at ann@chilliwackculturalcentre.ca

We look forward to helping you have a successful event!