



# Marketing & Advertising Packet

## Included Advertising:

### The Villages Entertainment Website

[www.thevillagesentertainment.com](http://www.thevillagesentertainment.com)

Inclusion on the website encompasses details of event on event page. Any additional promotion on the website is at the discretion of The Villages Entertainment.

### The Villages Entertainment Facebook Page

[www.facebook.com/TheVillagesEntertainment](http://www.facebook.com/TheVillagesEntertainment)

Event will be included in On Sale This Week post. During the duration of on sale there may be other posts created at the discretion of The Villages Entertainment.

### The Villages Community Calendar

Event is added to the listing of events on The Villages Community Calendar with ticket links for direct purchase.

### Email Marketing:

*\*\*Emails are sent based on predetermined lists patrons are subscribed to of their own volition. We deploy emails in the best interest of our patrons.*

### On Sale This Week Email

Events will be in this email the week they go On Sale to the public.

### Genre Emails

These emails are deployed at the discretion of The Villages Entertainment. An event MAY be included in its appropriate genre.

### Venue Emails

Your production MAY be included in this email at the discretion of The Villages Entertainment.

*\*\*Paid opportunity listed under Paid Email Marketing*

### Graphics

Resizing provided at no cost

Graphics and blurb penalty charge- **\$25/day**

**\*Graphics are required to be submitted at a minimum of 30 days prior to the event's on sale date or pre-sale date if applicable.**

## Paid Advertising:

*The items listed below are optional. Please let us know if you are interested in any of these additional advertising opportunities.*

### Daily Sun Wednesday Ad

The first week that the event is on sale it will be listed at the top of the ad in On Sale This Week. After this week, events will be presented in chronological order as space allows.

### Resident: \$185 per ad\*

*\*Resident ad pricing will increase to \$200 per ad effective all shows on sale beginning 1/1/25*

### Professional: \$265 per ad

### Paid Social Media - \$250+

We offer the option to run a paid campaign with 800x800px graphic or video supplied by promoter. These ads are deployed to a targeted audience and appear on an individual's newsfeed based on specific criteria. We require starting with a minimum of \$250 and will inform if more funds are necessary during the campaign.

### Radio

Promoter may submit a professionally recorded audio file to The Villages Entertainment to reserve a radio spot. Please inquire if assistance is desired for recording process.

### \*Spots run 3 times a day for 5 days\*

### 30 Second Spot - \$350 (recommended)

*\*\*each additional day is \$65*

### 60 Second Spot - \$675

*\*\*each additional day is \$130*

### Email Marketing – Venue Emails - \$75

Deployed once a month to over 30,000 subscribers. Limited advertising space available as banner submitted by promoter in 1600x400px size at the bottom of email. First come first served as space allows. Maximum of 2 banners will be permitted each month.

### Printing Service

Available upon request- **Quoted by job**

### Graphics

In House Creation of Graphics- **\$33/hr\***

In-House Amendment of Graphics- **\$16.50/hr**

**This includes but is not limited to:**

**-The redesign of orientation or layout due to formatting issues**

**-The addition of any text/images/headshots etc. to the original submission of the graphic file**

*\*In House Creation rate will increase to \$50/hr 1/1/25*



# Meet The Team

## ADMIN

**Brian Russo** *Executive Director of Entertainment* | ADMIN

Works with agents to coordinate booking dates and finalize any/all productions, materials and documentation in relation to The Villages Entertainment.

**Lisa Gruber** *Assistant Director of Entertainment* | ADMIN

Able to assist with any questions regarding the facilitation of a production.

**Catherine Brooke** *Executive Assistant*

CATHERINE.BROOKE@THEVILLAGES.COM | ADMIN

Works closely with Savannah Center Room Reservations team to help with assigning yearly production dates, reserving extra rooms or chairs when necessary, and all things settlement related.

## MARKETING

**Sarah Decapua** *Marketing Manager*

SARAH.DECAPUA@THEVILLAGES.COM | MARKETING

Assures the collection of all Marketing assets and details needed for productions to be built in our ticketing system, online, in print and advertised properly. Main contact for advertising related questions/concerns.

**Jesse Lane** *Marketing Coordinator*

JESSE.LANE@THEVILLAGES.COM | MARKETING

Inputs and updates all information on thevillagesentertainment.com.

**Natalie Bollinger** *Marketing Coordinator*

NATALIE.BOLLINGER@THEVILLAGES.COM | MARKETING

Coordinates emails for all venues. In relation to shows and productions, curates our On Sale This Week email, Genre-Specific Emails and Venue-Specific emails.

**Courtney Wood** *Marketing Assistant*

COURTNEY.WOOD@THEVILLAGES.COM | MARKETING

Notifies all internal parties/teams involved with production with Press Releases including general show details. Helps with collection of details for productions including Facebook and Radio requests. Adds productions to thevillages.com Community Calendar.

**Emma Kennedy** *Graphic Designer*

JENNIFER.MIELKE@THEVILLAGES.COM | MARKETING

Our in-house graphic artist. Creates and adjusts content in weekly Wednesday Daily Sun ads. Is available for extra graphic work for promotional asset creation on a per hour rate. Please see Marketing Advertising page for more details.

## TECH

**Josh Carlson** *Technical Director*

Josh.Carlson@thevillages.com | TECH

Leads the A/V team by gathering and distributing all technical information for performances at venues within The Villages. Administers all sales and production for our in-house printing department. Printing cost estimates and production details are available upon request.

**Eric Mielke** *Assistant Technical Director*

Eric.Mielke@thevillages.com | TECH

Assists Josh Carlson with some administrative tasks, but focuses more on the technical aspects including maintenance of equipment, show sites, training, and day to day operations for our tech crew.

## BOX OFFICE

**Fabia Massaro** *Project Administrator*

FABIA.MASSARO@THEVILLAGES.COM | BOX OFFICE

Handles communication with group leaders involving sales reports, holds, comps and vouchers.

**Brian Mullany** *Box Office Manager*

BRIAN.MULLANY@THEVILLAGES.COM | BOX OFFICE

Manages the staff of employees distributing tickets at all Box Office locations as well as at Will Call the day of production.

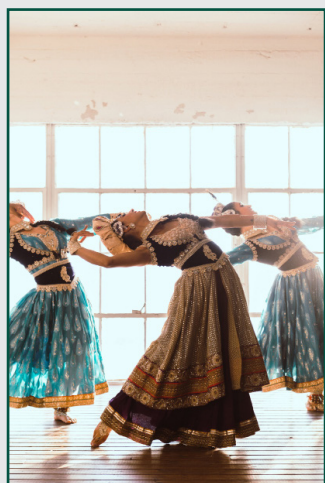
## VENUE MANAGEMENT

**Pete MacDougall** *Savannah Center House Manager*

PETE.MACDOUGALL@THEVILLAGES.COM | ON SITE MANAGER

House Manager at the Savannah Center. Day-of production point of contact for questions and concerns related to the space.

## Requested Assets\*



**Size**  
1708px X 2560  
CMYK/RGB  
*This will be the main promotional material that will be used to create assets across all of our platforms. We will need two versions of this image; 1 CMYK 1 RGB*



**Additional Size | 1600x400 | RGB**  
*This size will be used for email to push ticket sales. We will need one version; 1 RGB*

**Any PNG Logo(s) | CMYK/RGB**

Example:



TRANSPARENT



BACKGROUND

**Print:**

Specs: 300dpi, CMYK

**Web:**

Specs: 96ppi, RGB

## IMPORTANT:

*This is what will happen if the image is not exported correctly.*



CORRECT



INCORRECT

*\*DO NOT INCLUDE TIME, DATE, LOCATION, OR PRICE ON THE GRAPHICS. THESE ELEMENTS WILL BE INCLUDED EVERYWHERE YOUR GRAPHIC IS PLACED.*

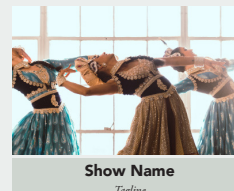
## DAILY SUN & BLURB



**Show Name**  
July 25 • 7pm • \$20 and up  
Details



**Show Name**  
June 15 • 4pm & 7pm • \$30 and up  
Description



**Show Name**  
Tagline  
Date • Time • Price

*The two larger sizes are reserved for Production On Sale dates and size is determined based off of the amount of space in the paper. The small ad will print all weeks after On Sale.\*\**

## BLURB LENGTH:

In print [short description] the max is 200-250 characters (including spaces).

On web [long description] the max is 400-500 characters.

*“PLEASE KEEP THE LENGTH OF YOUR SHOW TITLE IN MIND. THE SPACE PROVIDED CANNOT BE ALTERED.”*

*\*\*Dependant on weekly layout space, you may be notified after the On Sale week of your production that the show title will only appear in the Wednesday Checklist ad. This will remove your ad for that week and you will not be charged. The checklist is on the page before the entertainment's Wednesday ad.*

## Designing Promotional Graphics

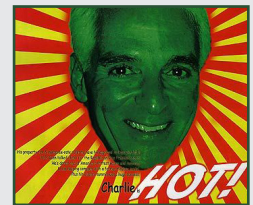
### COLORS

- Use up to 4 colors
- Avoid oversaturated colors (see example)
- Stick to complementary and harmonious colors

*Good Example*



*Bad Example*



### FONTS

- More than 2 fonts distracts from the image
- Make sure fonts are easy to read
- Graphics should contain 20% or less text

*Good Example*

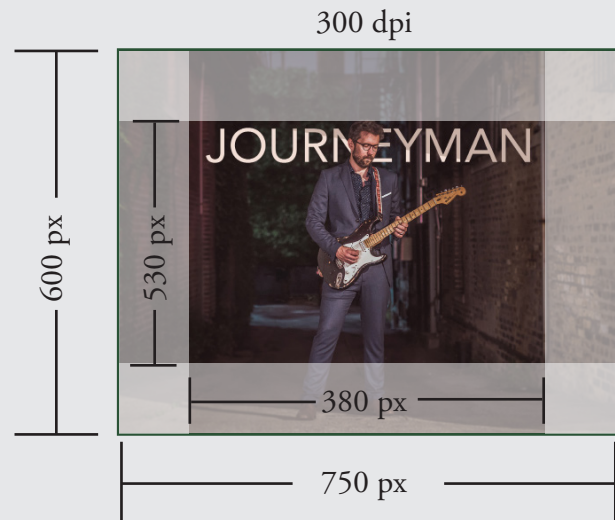


*Bad Example*



### LAYOUT

- Put all important visuals and text close to the center of your graphic to avoid anything being cut off when resizing or auto cropping



*\*It is important to avoid using copyrighted images and characters*