



Victoria Theatre, Schuster Center, PNC Arts Annex
MARKETING SERVICES AGREEMENT

THIS INFORMATION MUST BE COMPLETED & A SIGNED LICENSE AGREEMENT MUST BE RECEIVED BEFORE ANY MARKETING OR PRESS WILL HAPPEN. Dayton Live reserves the right to refuse to provide marketing services for performances that are in direct competition with its own presentations. MARKETING SUPPORT IS CONTINGENT ON THE ABOVE & TIMELINES INDICATED BELOW.

Event Name : _____

Event Date: _____ Venue: _____

Promoter/Licensee: _____

Contact Info: _____

On Sale Info: _____ Ad Budget (required): \$ _____ + 15% = \$ _____

Total Amount You Will Be Billed at Settlement Less Any Deposits.

PLEASE CHECK EACH SERVICE DESIRED & NOTE THE DATE BY WHICH INFO/CONTENT IS REQUIRED. Please note that all fees are non-negotiable & a 15% commission will be charged on all advertising placed on behalf of the promoter/event which will be due at settlement.

EBLASTS		
Inclusion in two eblasts (list approx. 70,000): one presale or on sale eblast (these go out on every Tuesday) and one Upcoming Events eblast (which go out every Sunday for the week ahead)	FREE	We will use the content you give us for the website for these eblasts unless you want to give us other information (due 7 days prior to eblast date). For the presale/ on sale eblast, you can either do a presale to these addresses or simply announce you are on sale - the eblast may include multiple events. For the Upcoming Events, we simply list all events happening over the next week to 10 days.
Dedicated eblast (special offer only) to Dayton Live special offer eblast list	\$500 each	Subject to Dayton Live scheduling & approval - no complete .jpg emails or e-cards. Once a date is scheduled with caryn.may@daytonlive.org, your image & copy must be received no later than 10 days prior to agreed upon date.
Use of previous engagement data	FREE	If your show has played one of our venues in the past, you are welcome to use your own data to market your new engagement via your own eblasts or to upload that data into Facebook for targeted advertising. Simply request your data file 14 days in advance from Maeda Thompson at maeda.thompson@daytonlive.org.
SOCIAL MEDIA		
Facebook or other social media post to Dayton Live page/followers	\$100 each + \$ for boosting	Subject to Dayton Live scheduling & approval. Schedule your desired date with caryn.may@daytonlive.org. Copy & image must be received no later than 14 days prior to desired date - desired date may not be available. Please be flexible.
WEBSITE		
Inclusion on Dayton Live website daytonlive.org	FREE	Artwork & copy must be received no later than 10 business days prior to agreed upon pre-sale &/or on-sale date.

VENUE SIGNAGE/POSTERS		
Venue poster position & production - Schuster Center kiosk (if in Schuster), Victoria Theatre building (if in Victoria), Arts Garage window (either venue)	Positions are free. Cost of producing posters is approximately \$175 total.	The amount of time your poster can be on display will be subject to scheduling. The venues have limited exterior signage space & show posters move into position chronologically. We can only guarantee 2 weeks coverage. Artwork to correct dimensions must be received no later than 10 business days prior to the two week period - so 3 weeks prior to show date.
Digital Billboard at 2nd & Ludlow (Arts Garage)	\$500 per two weeks of exposure	Two weeks prior to your show date. Must receive art work to spec no later than 7 days prior to start date (two weeks prior to show).
Street Team services	\$1 per location - maximum 75 locations	We have either interns or direct sales team members who can distribute posters/flyers on your behalf. Must receive produced posters/flyers for distribution no later than 4 weeks prior to event. If you want these produced/printed here, we must have camera ready art no later than 7 weeks prior to your show date. Posters should be 11 x 17. Cards/flyers can be a variety of sizes - 8.5 x 5.5 or smaller is recommended.

PRESS & PUBLICITY		
Localizing & sending out press release to regional media	\$100	Our media list & contacts are not available for rent. We can send the release for you to our contacts for the fee listed. We are not able to share our contacts with you. If you opt to have Dayton Live do the press release, we need all content no later than 10 days prior to desired press release date. Please contact diane.schoeffler-warren@daytonlive.org to schedule.
Pursuing press coverage & night-of media management	\$250	Includes soliciting, securing and coordination of advance and in-town press, live and pre-recorded appearances, and interviews. Artist transportation to and from appearances/interviews is at the promoter's expense. Fee is regardless of results. The effort is the effort regardless of outcome. Must schedule with diane.schoeffler-warren@daytonlive.org no later than 4 weeks prior to event.

ADVERTISING PLACEMENT & MANAGEMENT		
Placing of print, outdoor, digital/online, radio & TV advertising	15% commission on total	If you want to bill the advertising through Dayton Live or take advantage of our rates, we MUST place all advertising and a 50% deposit must be paid in advance to Dayton Live. All advertising requests must be made no later than 14 days prior to desired run dates. Please approve insertion orders/ad flights as quickly as possible & no later than 48 hours upon receipt from Dayton Live. Contact diane.schoeffler-warren@daytonlive.org to contract no later than four weeks prior to your show.
Promotions & ticket trade with media outlet	\$50	We can obtain promotional contests etc. or ticket trade with media outlets with which you are spending cash with 4 weeks notice. Contact diane.schoeffler-warren@daytonlive.org .

DESIGN SERVICES		
Graphic design - ads, logos, collateral, posters, etc.	\$500	One time fee. Must be initiated no later than 6 weeks prior to show date & include all copy, art & photos.

TOTAL FEES DUE AT SETTLEMENT:

An ad report/marketing settlement will be supplied prior to settlement & will include the 15% commission on all advertising placed on behalf of the licensee. This sum & the fees indicated to the left will be due at settlement.

Signed/Authorized for the Licensee by: _____

Name & Date (printed) _____

**All service requests subject to approval by VP-Marketing for Dayton Live Sue N. Stevens.
937-228-7591, ext. 3052 - sue.stevens@daytonlive.org**