

Wortham Center Marketing Policy and Tips for Renters

Thank you for your interest in presenting your event at the Wortham Center for the Performing Arts. The staff at the Wortham Center looks forward to working with you and helping to make your event a success.

Regarding marketing services, it is important to understand what the Wortham Center does and does not include in its contracts for rental events. The renter or presenting organization is solely responsible for the promotion of the event and the resulting ticket sales. The Wortham Center does not provide event marketing services, but does offer some valuable tools and tips to help.

1. Marketing Policy

The Wortham Center can provide several tools to assist with promotional efforts.

- ✓ All events are listed on worthamarts.org free of charge. Submit a brief description of the event along with a high-resolution (300 dpi) promo image with no text added. Horizontal images work best. Event banner: 1920x600 px; Event thumbnail: 1200x600 px. Imaging cropping/resizing is available by the Wortham Center upon request.
- ✓ A two-week run on the Wortham Center's electronic marquee display, located on Biltmore Avenue, is available for a fee of \$75.
- ✓ Create an event on the artist's/organization's Facebook page and request that the Wortham Center for the Performing Arts (@worthamarts) is a co-host; once the Wortham accepts, the event will also display on the [Wortham Center's Facebook events](#) page.
- ✓ Please feel free to tag the Wortham Center in any/all social media posts: @worthamarts and #worthamarts.
- ✓ Rental events are included in the Upcoming Events section of the Wortham Center's weekly e-newsletter to a list of 16K recipients, for two months prior to the event date.
- ✓ A list of local online event calendars is available upon request.
- ✓ A curated media contact list is available upon request.

The Wortham Center does not:

- ✗ send out dedicated e-blasts for rental event.
- ✗ send out press releases for rental events.
- ✗ send out mailings for the renter, nor share customer lists or data.
- ✗ allow "standees" or displays in the lobby.
- ✗ display rack cards or posters for your event in the lobby/facility.
- ✗ include event ads or inserts in the Wortham Center's playbill programs.
- ✗ advertise the event in any way, nor buy media on the renter's behalf.
- ✗ promote rental events on the Wortham Center's social media channels.

- ✘ allow renters to use the Wortham’s logo. Renters are restricted from using the Wortham Center logo in any ads or promotional materials. (The Wortham Center logo is used only in association with the Wortham’s in-house programming, Wortham Center Presents series.)
- ✘ allow renters to use language that suggests their event is presented *by* the Wortham. Rental events are presented *AT* Wortham Center for the Performing Arts.

Using Correct Event Billing and Venue Names

Always use the correct venue name in your billing and advertising:

[event/artist name] at the Wortham Center for the Performing Arts

- OR -

[event/artist name] at the Wortham Center (if you prefer a shortened version)

If you want to include the venue name within the Wortham Center, then "at the Wortham Center (for the Performing Arts)" should *always be included afterward*:

Diana Wortham Theatre at the Wortham Center (for the Performing Arts)

Tina McGuire Theatre at the Wortham Center (for the Performing Arts)

Henry LaBrun Studio at the Wortham Center (for the Performing Arts)

Thank you for your compliance with our policies.

2. Marketing Checklist for Rental Events

Website Event

- Once the Wortham Center receives the signed contract, deposit and ticketing information, submit the event description and images (see specs under marketing policies) and Wortham will add your event to our website (worthamarts.org/events).
- Use the worthamarts.org event URL in all your promotional materials, or use “worthamarts.org.”

Marquee

- For a charge of \$75, events may be displayed on the Wortham Center’s Biltmore Ave. marquee using event image and simple text (graphic created by Wortham Center), for two weeks prior to the event.

eNews

- We send out a weekly e-newsletter to a subscriber list of over 16,000 patrons. In this eNews, we have a section called “More Upcoming Events” where your event name and link to your event on our website is listed for two months prior.

Facebook

- Create an event on the artist/presenter Facebook page and add the Wortham Center for the Performing Arts as a co-host of the event. Tag the Wortham Center in any social media post using @worthamarts and #worthamarts.

Media List

- The Wortham Center can provide a curated media list for the event that includes many area organizations closely associated with the event type. Because this is curated specifically for the event, let the Wortham Center know ASAP if interested. There is no cost for this service.

Posters

- The Wortham Center does not have the staff to distribute posters for your event; however, a list of contacts who distribute posters can be provided. These are independent workers, so the Wortham Center does not determine the schedule nor cost for their services. Please request contact information if you are interested.

Web Calendar

- The Wortham Center can provide a listing of area organizations and media with online event calendars to which you may submit your event. It is highly encouraged to contact them early to add the event.

3. Tips for Marketing Events in Asheville and Western North Carolina

Event Assets

The Wortham Center suggests having the following assets created and finalized in order to successfully promote your event in the Asheville market:

- Show graphics (image and title at various sizes for traditional and digital placements)
- Good photography (at least 3-5 images; high resolution/300dpi)
- Short video promotion (:15, :30 and/or :60 in length)
- Press release
- Calendar listing (succinct and with all pertinent, correct info)
- 100-word copy blurb (for Wortham Center website and other uses)

PR: Earned Coverage

Upon request, the Wortham Center can provide a media list of local outlets and contacts for sending a press release, and can make suggestions for several key media to follow up with, depending on the particular event. Send the initial press release to the full media list at least 4-6 weeks prior to the event, and begin reaching out to any key contacts we suggest for feature stories or placements. Resend the press release as a reminder to the full media list two weeks before the event.

PR: Affinity Groups/Circles of Influence

Identify if there are any specific demographic targets for your event, e.g. organizations that serve communities of color, LGBTQ resources, parent/kid-centric groups, retirees, etc. Contact those organizations' event coordinators and/or communications directors with the event press release.

Social media strategy

- Create an event on your Facebook page.
- Share a variety of images, videos and links of interest about your event on your social media channels.
- Consider boosting posts, promoting events, and/or creating ads on Facebook and Instagram via the Meta Business Suite. Facebook and Instagram advertising is very affordable (as little as \$1 a day) and gives you the ability to hone your target audience.

Advertising

Determine what your budget will be for paid media and if you will be spending on paid media beyond social media. If you *are* going to spend budget on paid media beyond social, the Wortham Center marketing team is happy to make suggestions on the media outlets and spend for your event, and will give you the current names and contact info for the sales reps at those respective outlets.

Some local media outlets to consider:

Print

Asheville Citizen Times / Asheville Scene
Mountain Xpress
The Laurel of Asheville
WNC magazine

Radio

BPR (Blue Ridge Public Radio)
WNCW 88.7 FM (music)
Asheville FM
iHeartMedia
Asheville Radio Group

TV

WLOS
Spectrum (cable)

Digital besides social media

AVL Today: Daily eNewsletter with more than 40k subscribers
LOCALiQ (Asheville Citizen Times)
iHeartMedia