



CIRCUITWEST

MARKETING PACK CHECKLIST

You can use this checklist while building your marketing pack to ensure you're providing presenters the essential information they need to sell your show.

- Creative team/cast billing
- Synopsis/summary (describe your work in 3 to 4 paragraphs, including at least one sentence about people need to see it or what makes it different from other shows)
- Video links (provide as many as possible, ideally under 60 seconds)
- Media release
- Hero image
- Production images (include image captions/descriptions and photo credits; descriptive naming conventions e.g. date_show_performer is better than IMG0001)
- Sample social media copy & social media tiles (the recommended image size for Facebook is 1200 x 630 pixels; for Instagram, it's 1080 x 1080 pixels)
- Mandatory logos and acknowledgements (e.g. your company logo, plus any funding bodies and sponsors)
- Social media handles and hashtags
- Media quotes/reviews
- Archival footage of the production

Key facts about your show:

- Running time
- Target audience (remember – 99% of shows are for *someone*, not *everyone*)
- Themes
- Artform e.g. ballet, circus, physical theatre
- Content warnings
- Unique selling points
- Fun facts or FAQs (e.g. the lead performer's connection to a venue or community, an interesting story about how the work was made, stats about box office history)

SAMPLE MARKETING PACK

THEATRE 180 have kindly agreed to share its marketing pack from the Shows On The Go tour of A Fortunate Life, tour coordinated by CircuitWest. Click [here](#) to view a copy.