

Publicity & Marketing Services

Important Phone Numbers

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Identity Standards Handbook

The Performing Arts Center has produced an *Identity Standards Handbook* to define uses of name and logo identity systems for the Performing Arts Center. Please refer to this handbook when developing advertising for events held in the Performing Arts Center.

Advertising

If the Client wishes to place any advertisements in any media promoting the availability of tickets to its events or activities in the Performing Arts Center, it shall include the name, address, and Ticket Office telephone numbers of the Center as prescribed in the *Identity Standards Handbook*.

The Tribune, New Times, SLO City News

The Performing Arts Center prepares a weekly calendar of events, which is included in the Thursday, Saturday and Sunday edition of *The Tribune*, the weekly *New Times* and bi-weekly in the *SLO City News*. Your organization's event will be automatically listed if a license agreement for that event is signed prior to the publication date and pertinent information is in-hand by publication deadlines.

Quarterly Calendar of Events

The Performing Arts Center will prepare and distribute a quarterly calendar of events for promotional purposes. It will include a description of events scheduled for the Performing Arts Center, including both the Christopher Cohan Center and the Spanos Theatre. Clients will be asked to provide a description of 25 words or less about their event, along with photographs if available. Photographs are published at the editor's discretion and will be returned to the organization if requested. Your organization's event will be automatically listed if a license agreement for that event is signed prior to the publication date and pertinent information is in-hand by publication deadlines.

Deadlines to submit descriptions for the Calendar of Events:

- Fall - Second week of July
- Winter - Second week of October
- Spring - Second week of February
- Summer – Second week of May

Telephone

The Performing Arts Center will record a phone message on its administrative line, 756-7222 that will offer the patron a chance to receive a schedule of upcoming events by mail. If patrons need to be reached during a performance, the phone located at the House Manager's podium is 756-6284. They should also give their name and seat number to the House Manager prior to entering the performance.

Web Site

The Performing Arts Center's web site is www.pacslo.org. A portion of this web site is dedicated to promoting upcoming events and includes a calendar of events. In addition to listing, it may be possible to utilize client group audio and/or video as promotion for an upcoming event. Links can be provided to a client web site.

Displays

Clients may display signage in the lobbies by utilizing up to three easels that will be provided by the PAC. Posters, signs or displays may not be taped, hung or affixed to the walls, glass or railings of the PAC. Clients may use other free-standing display systems, subject to approval of PAC staff.

The display case in the lower lobby may be available at selected times, length of use is typically scheduled in 6 week blocks. Please contact the Marketing Coordinator to schedule a block of time. Items may not be hung, taped, stapled or attached to walls of the display case. Permanent grids are installed to hang items.

Brochure Display at the Performing Arts Center

Client groups may display flyers and materials promoting their upcoming events in the lobby during the day of their show. At no time may flyers be distributed outside the PAC, on the plaza or on car windshields, etc.

Event Programs

The client is responsible for the production, printing and delivery of the event program to the Center. Event programs must be delivered to the House Manager's podium at least two (2) hours prior to the scheduled performance. The Center's house ushers will be responsible for assisting with the distribution of the client's programs. Any remaining programs will be discarded or recycled immediately after the performance unless prior arrangements have been made with the Operations Manager.

If a promoter would like to advertise an upcoming event with flyers inserted in another client's program, it is the responsibility of the promoter to contact the client for permission. It is also the responsibility of the promoter to insert the flyers in these programs prior to being delivered to the Center.

Future Attractions

The Center reserves the right to distribute to the audience surveys, announcements and literature concerning future attractions to be held at the Center, whether such attractions are under the auspices of the client or not.