



## Marketing & Communications information and conditions for partners and hirers

Apr 2021 - Mar 2022

The team at St George's Bristol works in different ways with partners and hirers as part of the artistic programme. Wherever possible, we want to work with you to maximise the profile and reach of your event. As a small, independent charity, and a mid-scale venue with a diverse and busy programme, we must manage and prioritise marketing activities within the context of available resource and overall marketing objectives. The information below sets out what we are able to do to support your event. If you have additional ideas or questions, please don't hesitate to get in touch.



## Information to help your marketing efforts:

Venue Name	St George's Bristol	
<p><b>Our correct name, to be reproduced in full is: St George's Bristol.</b></p> <p><b>The following versions are incorrect:</b> St Georges, St George's Hall, St George's, Bristol, St George's Church, St Georges Church, Bristol St George's, St George's Brandon Hill.</p>		
Address	St George's Bristol, Great George Street (Off Park Street), Bristol, BS1 5RR	
Box Office	0845 40 24 001	
Website	stgeorgesbristol.co.uk	
Social media handles	<p><b>@stgeorgesbris</b> (Facebook, Twitter, Instagram.)</p> <p><b>@stgeorgesbristol</b> (TikTok)</p>	<p>If you tag us in your posts using our handle, we will reshare to our audiences where possible. Please note it's your responsibility to create a Facebook event for your event. We recommend you post from your channels on a regular schedule to your audiences, especially in the leadup to your event. Please let us know your social media schedule, handles, and any opportunities for collaborating on posting.</p> <p>For all questions on social media, please contact Charlie Smith, Marketing Officer on <a href="mailto:C.smith@stgeorgesbristol.co.uk">C.smith@stgeorgesbristol.co.uk</a>.</p>
Registered charity no	295178	If you use our logo on marketing materials, please ensure you include the sentence 'St George's Bristol is a registered charity (no. 295178)'.

You can find the St George's logo deck via the link below. There is also a hi-res photo of St George's Bristol available to use in your own publicity. Please include photo credit: Evan Dawson. We can provide a link to additional photos on request.

<https://drive.google.com/drive/folders/1E6kvNAfxhkgggR3Xzb5qj1AdbDbnEnYY?usp=sharing>

Wherever possible, the logo should be placed in the top right-hand corner of assets and should have a minimum of 1.5 cm white / clear surrounding space.



## Marketing activity in support of hire and partner events

### St George's Bristol seasonal brochure

Wherever possible, events are included in the St George's Bristol's brochure (publication times vary: currently Autumn/Winter, Winter/Spring, and Spring/Summer). Entries include basic event information and a photo where space permits. Please ensure you supply accurate information and marketing assets as per our requirements below. Our team will advise you of seasonal brochure deadlines upon booking. Approximately 10,000 brochures are printed and distributed each season, and we have a mailing list of approximately 25,000 recipients.

We are also able to accommodate event posters and flyers onsite, please see below.

### Digital

If ticketing of your event is managed by St George's Bristol, the event will be included in the 'What's On' section of the St George's Bristol [website](#).

Your event page can include content such as a selection of images, short video and audio.

Another effective way we can support your event is to reshare posts on social media. We have a combined following of 22k followers across channels and we see high levels of engagement. We can reshare your posts along with ticketing links and photos. When posting, please do make sure that you tag us using the handles detailed on the previous page, so that we can pick this up and reshare where possible.

### [A disclaimer about your event content](#)

If we have published details of your event, and these change prior to the event date, an administration fee of £100 may be incurred. This covers the cost of additional work undertaken to contact ticket bookers and amend publicity.

Please contact [Esme.Jones@stgeorgesbristol.co.uk](mailto:Esme.Jones@stgeorgesbristol.co.uk) for further information.

## e-marketing

<b>SGB e-news</b>	We send an events-led e-news shot to approximately 25,000 opt-in contacts twice per month. 'containing a small / focused selection of upcoming events' (or words that reinforce mssge this will not cover every event)
<b>Inclusion</b>	Inclusion and weighting of events is based on a number of variable factors, and we are unable to include all events taking place in the succeeding 2 weeks. We will always include links to 'What's On' on the website.
<b>Solus emails</b>	If you would like to send a promotional solus email to our database, we would be happy to enable this if we can. Please ensure you enquire at least two weeks ahead of your preferred send date. This service starts at £250 + VAT depending on level of design required and number of recipients.

## Printed Material

<b>We can accept</b>	Up to 500 x A5 portrait format flyers; up to 5x A3 portrait format posters. Please don't supply anything other than this size as it won't fit in our display stands. In the interests of the environment, please consider the lead time ahead of your event when supplying us with printed material. We are happy to accept smaller quantities.
<b>Use in house</b>	Posters are displayed <u>before</u> the event at the Box Office and various sites through the venue. You may not see your posters on the night of your event. Posters are recycled once they've expired.
<b>Local suppliers</b>	In Bristol and the surrounding area, we recommend <a href="#">Hobs Reprographics</a> , and <a href="#">Zenith</a> Print Group.
<b>Distribution</b>	Our recommended local distributors are <a href="#">Pear Communications</a> , and <a href="#">Out of Hand</a> .

## Images

<b>Specs</b>	Minimum size 2mb, minimum resolution 300dpi. The shortest side should be a minimum of 500 pixels.
<b>Format</b>	Use .jpeg where possible.
<b>Supplying images</b>	If too large to send via email, please send either a Dropbox or Google Drive link, or send via WeTransfer, to <a href="mailto:esme.jones@stgeorgesbristol.co.uk">esme.jones@stgeorgesbristol.co.uk</a>
<b>Credits and Copyrights</b>	Must be cleared for copyright, or copyright free. Please include any image credits in email or file name.
<b>Copyright fines</b>	If your images incur any copyright fines, these will be passed on to you.
<b>Inclusion</b>	We can't commit to the amount of space allocated to your event in our publicity, however the higher the quality of images supplied, the higher the likelihood of you receiving a prominent feature.

## Copy

<b>Word Count</b>	For print, please supply a maximum of 50 words of copy. A longer version of up to 350 words can be included on our website, so please make sure these two versions are set out clearly.
<b>Editing</b>	We reserve the right to edit the copy you supply to fit our design templates, word counts and house voice and style. We will prioritise the inclusion of programme and artist names over body copy in the event of a small word count.
<b>Differing from your own site</b>	Where possible, please ensure the copy you send is different to the copy for your event on your own website. This ensures we avoid duplicate content, which could harm both your and our Google ranking when people search for your event, and mean that fewer people see online content.
<b>Accuracy</b>	Please describe, as accurately as possible, what the audience will experience during the event.
<b>Quotes</b>	Please make sure press quotes are attributed, with a link to the source article where possible.
<b>Listings</b>	We list your event for free on our What's On page, and submit events to local Visit Bristol listings wherever possible.



## Press

<b>Online / digital press packs</b>	If applicable, please supply via email, link, Dropbox link, or WeTransfer.
<b>Press contacts</b>	Please let us know if you require local press contacts, or if there are particular details you would like St George's Bristol to note if contacted by the media about your event. Please let us know if you would be happy for journalists, reviewers, bloggers (and plus-ones), to attend your event. We will forward press requests to you for information/authorisation.
<b>Photography</b>	Please discuss promotional or press photography with us in advance. It is important that you contact us prior to the event if you are planning your own photography or videography. We can recommend photographers. We will also forward media photography requests to you. If St George's wishes to book a photographer for your event, we will contact you ahead of the event regarding permissions.

## Other information

For further information, queries or support, please contact:

Senior Marketing Manager, Esme Jones [esme.jones@stgeorgesbristol.co.uk](mailto:esme.jones@stgeorgesbristol.co.uk)

Marketing Officer, Charlie Smith [charlie.smith@stgeorgesbristol.co.uk](mailto:charlie.smith@stgeorgesbristol.co.uk)

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