

ARTS CENTRE MELBOURNE COLLATERAL PROCEDURE

1. Overview

As the home of performing arts in Victoria, Arts Centre Melbourne actively displays promotional material on behalf of Presenters. With upwards of 4,000 shows per year, we have introduced a procedure document to help streamline and ensure a consistent approach to artwork received from our partners.

The following information outlines the process and guidelines for Presenters wishing to have printed collateral displayed and distributed at Arts Centre Melbourne venues.

2. Definition

The term 'collateral' refers to free printed promotional flyers, brochures, booklets, and postcards, including season programs.

3. Roles

Please speak to your designated Marketing Campaign Manager if you wish to display collateral at the venue. We'll need to approve collateral prior to receiving it and support the delivery process (more information on this to follow below).

Our Visitor Experiences team will:

- Decide on the location for the display of collateral
- Curate the collateral display walls
- Determine the duration of display
- Remove collateral with incorrect or out-of-date information
- Determine if collateral can be distributed to customers pre or post show
- Review the ongoing display of collateral after it has been approved.

Distribution of paid programmes, merchandise, post-show handouts and seat drops must be arranged directly with your Presenter Services Account Manager.

4. Guidelines

Arts Centre Melbourne only displays and distributes collateral for events, shows or experiences occurring at Arts Centre Melbourne venues, and will exercise discretion when determining what is displayed.

We will assess the following criteria when determining what collateral is approved for display. Please familiarise yourself with the below to ensure your artwork meets the guidelines.

Collateral criteria

- The collateral promotes events, shows and experiences at Arts Centre Melbourne
- The collateral promotes offerings that are available to the general public
- The information provided is accurate and current
- Only one brochure is displayed per Presenter event, show or experience
- Arts Centre Melbourne-produced collateral is prioritised for display
- Collateral promoting shows or experiences at other venues will not be displayed
- Collateral that promotes an event which takes place outside of the venue will not be approved unless it is an Arts Centre Melbourne presented event (i.e. a co-presented regional or satellite event)
- Arts Centre Melbourne reserves the right to determine collateral on display.

Collateral requirements

- Collateral must be designed to a professional standard
- The finished size of collateral is ideally DL, A5 or A6 size (portrait orientation preferred)
Programs can be no larger than A4 size
- The quantity provided must not exceed 1000 DL/A5/A6 fliers or 500 season brochures
- Collateral can be sent no earlier than 4-6 weeks prior to the performance or season commencement.

Packaging requirements

- Collateral will not be accepted if it exceeds 10 kilograms per box
- Collateral delivered must be securely packaged in a box marked with:
 - The name of the collateral
 - The quantity of collateral
 - Company name and contact phone number

5. Approvals

Approval to display collateral must be requested through your Marketing Campaign Manager. Please provide a digital proof of your collateral, plus information on the show, event or experience, the delivery timeframe, and the size of the collateral.

Presenters will be notified of the outcome within 5 working days from the date the request is received. Delivery instructions will be provided once collateral is approved.

6. Distribution

Collateral can be put on display at Arts Centre Melbourne venues or distributed to audience members. There are two distribution options for Presenters: post-show handouts (exit flyering) or seat drops.

- **Post-show handouts** are the preferred option. Free programs or cast sheets can be handed out by Front of House staff prior to the performance, and promotional material can be handed out after relevant performances at the conclusion. There is no additional cost to Presenters for this service.
- **Seat drops** are currently can be used for promotional purposes by placing collateral on each seat prior to the commencement of a performance. Front of House staff require early access the auditorium prior to and additional time to clean the venue at the conclusion of a performance so a cost will be incurred.

Approval for the above activity is considered on a case-by-case basis so please speak to your Account Manager to check availability.

Presenters are able to sell programmes and season merchandise if they have an official merchandise desk set up. Please speak to your Account Manager for more information.

Please contact us if you have any questions regarding collateral. We look forward to collaborating with you on your upcoming event at Arts Centre Melbourne!