

## MARKETING PACKAGE DEALS

### Poster Design Deal - \$150 + GST

- Please send image in JPEG format in high resolution
- Two edits for the design (more than two edits will cost \$40 and hour).
- Please send through ticket prices, dates, time, title, non Basement logos (if required), a blurb if you want it on the poster and any other information you want on there.
- Please send a design brief - a few image options, the feel of the show, what kind of treatment/special effects you would like, plus the poster size you require.
- Ideally provide images that are portrait.

### Poster Photography Deal - \$200 + GST

- Please send a design brief - a few reference images, the feel of the show, how many people you would like in the image, ideal location (you will need to find the photo shoot location yourself).
- You will need to meet with the photographer to discuss the details of the photo shoot - date, time etc.

### Video Trailer Deal - \$350 + GST

- Please send a design brief - a few reference trailers/videos, the feel of the show, how many people you would like in the trailer, ideal location (you will need to find the video shoot location yourself).
- You will need to meet with the videographer to discuss the details of the video shoot - date, time etc.

### Production Photography Deal - \$150 + GST

- 90 minutes photography time maximum and 10 edited, high resolution images. We would suggest a few staged photographs of certain scenes within the time allocated - this gives you better photos of certain parts of your show.
- You and the photographer will need to collectively agree on a time for production photos to be taken - ideally this would be a dress rehearsal. Please note that changing the date and/or time of your production photography shoot more than once may require an additional fee from the photographer.

### Poster Design, Flyer Design and Website Deal - \$200 + GST

- Please send image in JPEG format in high resolution.
- Website images for 2 x Basement, 3 x iTicket, 2 x Facebook.
- Two edits for the poster (additional edits beyond this are \$40 an hour).

- Three edits for the flyer (additional edits beyond this are \$40 an hour).
- Please send a design brief - a few image options, the feel of the show, what kind of treatment/special effects you would like, a blurb if you want it on the poster, any other information you want on there, and what size poster and flyer you would like.
- Provide ticket prices, dates, time, title, non-Basement logos (if necessary).
- Ideally provide images that are portrait.

#### **Poster Photography, Poster Design, Flyer Design and Website Deal - \$400 + GST**

- Please send a design brief - a few reference images, the feel of the show, how many people you would like in the image, ideal location (you will need to find the photo shoot location yourself).
- You will need to meet with the photographer to discuss the details of the photo shoot - date, time etc.

#### **Poster Photography, Poster Design, Flyer Design, Website and Video Trailer Deal - \$600 + GST**

- Please send a design brief - a few reference images/video trailers, the feel of the show, how many people you would like in the image and/or video trailer, ideal location (you will need to find the photo/video shoot location yourself).
- You will need to meet with the photographer/videographer to discuss the details of the photo and video shoot - dates, times etc.

#### **The Works Deal: Poster Photography, Poster Design, Flyer Design, Website, Video Trailer and Production Photography - \$750 + GST**

- Please send a design brief - a few reference images/video trailers, the feel of the show, how many people you would like in the image and/or video trailer, ideal location (you will need to find the photo/video shoot location yourself).
- You will need to meet with the photographer/videographer to discuss the details of the photo and video shoot (dates, times etc.) plus figure out a time for production photography to happen - ideally this would be a dress rehearsal. Please note that changing the date and/or time of your production photography shoot more than once may require an additional fee from the photographer.

**For a two week season we recommend The Works Deal** plus an additional \$750 for a total marketing spend of \$1500. The extra \$750 should be spent on things like retail poster/flyer print and distribution, Facebook advertising (boosts and/or ads), rehearsal photography etc.

If you're interested in any of these deals, email Tim ([tim@basementtheatre.co.nz](mailto:tim@basementtheatre.co.nz)) and he will put you in touch with designers/photographers/videographers.