

# AUDIENCES, SALES AND MARKETING



We're really looking forward to welcoming you to The Lowry and bringing your production to one of our Stages. The below guidelines are designed to ensure that we work together to present your production in the best possible way to reach the widest audience - and maximise your ticket sales.

## On sale process

The Lowry has a pre-sale email that is sent to members and an access register/database at 10am on Thursday mornings.

The Lowry's weekly general on sale email is 10am every Friday.

To be included in these communications the following information is required:-

## Ticketing information

The Lowry's ticketing team must receive the contract no later than 5 working days before the Thursday pre-sale. This will be forwarded to them from the Lowry Programming Department - so the Programming team need to have an agreed contract at least a week before on sale.

Images 400x 300px and 900 x 400px and copy - Short Copy (<160 characters) Long Copy (<1000 characters) - should be sent to [lowry.setup@thelowry.com](mailto:lowry.setup@thelowry.com) no later than 5 working days before on sale.

## Website/social/e-comms

The following information must be sent to [digital@thelowry.com](mailto:digital@thelowry.com) no later than 48 hours before the pre-sale. (It is appreciated that not every production will have all of these assets available.)

- Title
- Credit
- Age guidance / warnings
- Run time
- Keywords
- Facebook Pixel ID
- Short Copy (<160 characters)
- Long Copy (<1000 characters)
- Website Images - (1x large masthead 2000x770px + 1x small masthead 960x600px. File size <200kb)
- Social Media Images (Instagram 1080x1080px, Twitter 1024x512px, Facebook 1200x630px)
- Social Media Copy (Twitter 70-100 characters, Instagram + Facebook 130-150 characters)
- Hashtags (up to 9)
- Video (YouTube URL or mp4. File <4mb) (If available)
- Email image (660 x 400px. File size <200kb)
- Email copy (Up to 100 words)
- Reviews (If available)
- Supporting Documents (blog posts, interviews, etc)

**FAILURE TO SUPPLY THE ABOVE BASIC INFORMATION, IN THE GIVEN TIMESCALES, WILL RESULT IN THE ON SALE OF THE EVENT TRANSFERRING TO THE FOLLOWING WEEK.**

# OTHER REQUIREMENTS

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## Layered Artwork

Supplying layered artwork enables our designers to adapt artwork for programme ads, shared ads and other in house advertising opportunities (e.g foyer banners and digital screens). Please send this to [design@thelowry.com](mailto:design@thelowry.com) when the show goes on sale so as not to miss these opportunities.

## Publicity Material

The Visiting Producer agrees to provide the marketing materials listed below to help publicise the production, and to ensure that these materials are delivered to the venue in good time of the event.

- Leaflets  
We do not currently display leaflets at the venue-please do not send.
- A3 posters x25
- A1 posters x6
- 4 sheets x8 (Quays and Lyric Shows only)

For print to be displayed at the venue always ensure you use the correct billing information:

**The Lowry, Salford**  
**0343 208 6000**  
**thelowry.com**

Please note The Lowry must be credited: The Lowry, Salford (NB. not Manchester)

The Visiting Producer will arrange for all printed / advertising material to clearly incorporate the Lowry logo in a manner, size and style to be agreed with and approved by The Lowry Marketing Dept.

Overprint details and The Lowry logo can be found via this link  
[https://thelowry.sharepoint.com/:f:/s/PublicDrive/EuC15jyD1bRElpRinQdl\\_UEB1owPG4TAXaqkeNb\\_JfGMoA?e=WgAQ96](https://thelowry.sharepoint.com/:f:/s/PublicDrive/EuC15jyD1bRElpRinQdl_UEB1owPG4TAXaqkeNb_JfGMoA?e=WgAQ96)

**Copy and paste** this link in to the browser of your choice and you can then download the files.

The printed material should also clearly include the dates and times of the performances, the box office telephone number, The Lowry website and e-mail address. The Lowry Marketing Team must approve all printed material containing venue details and logo.

All print sent to the Lowry must be marketed for the attention of Marketing. If you have any specific print enquiries, you can email [marketing@thelowry.com](mailto:marketing@thelowry.com)

The Lowry agrees to use this publicity material to publicise and promote the Production to the best of its abilities.

The Lowry reserves the right to dispose of any print containing incorrect references to The Lowry.

If any of the publicity material is received after the agreed date, the Visiting Producer shall indemnify The Lowry with an amount to reflect the lost promotional opportunities for the Production.

## **Press and PR**

In order to support press coverage as part of the sales or within our season online launches please ensure that the following information is sent to [pressdesk@thelowry.com](mailto:pressdesk@thelowry.com)

- General press release about the production & details of tour, with links to high-resolution images (suitable for print).
- A specific press release about its visit to The Lowry including any sponsorship information or items or cast of local interest.
- Syndicate interviews - written, video or audio.
- Names and biographies of key cast members or spokespeople available for interview

## **Supplementary information**

Please forward the following information to [marketing@thelowry.com](mailto:marketing@thelowry.com)

- Detailed synopsis of the production and key selling points for Box Office and Marketing/Comms staff
- Any national/international previews, reviews and feature coverage of the production, plus any relevant company information.
- Identification of target audiences for the production, to include established and developing audiences
- Specific target markets e.g. Schools, groups.
- Information on company or production sponsors

The Lowry abides by the UK Advertising Codes as enforced by the Advertising Standards Agency. We adhere to these regulations in all of our marketing materials and through our ticketing platform and insist that visiting companies also comply. The Lowry reserves the right to refuse to display any advertising or promotional material, which in its opinion does not comply with the relevant legislation.

As part of our commitment to diversifying audiences, The Lowry has resolved that 10% of our marketing contribution for all performances within our theatres should be directed specifically towards diversifying our audiences. Inclusion on The Lowry website is free of charge.

All advertising costs, promotional costs, and any associated costs are to be agreed between The Lowry and Visiting Producer's marketing departments in advance.