

# PARK THEATRE

# Marketing & Sales Guidelines

Tickets: [ParkTheatre.co.uk](https://ParkTheatre.co.uk)

Phone: 020 7870 6876\*

\*Telephone booking fee applies.

📍 Finsbury Park





Hello from

# Park Theatre



## Park Theatre Marketing & Sales Support for Producers Welcome!

Welcome to Park Theatre – we're thrilled to be working with you. Please make time to read the contents of this Marketing & Sales guideline as a lot of your questions will be answered here.

### Marketing Your Show

Park Theatre has a mix of visiting, in-house productions and co productions. The in-house Sales & Marketing department does not manage marketing campaigns on behalf of visiting shows. However, there are a number of ways in which Park Theatre will support your marketing and sales campaign which are outlined in this pack.

You should engage a marketing agency or freelancer to help you run your campaign. We are happy to recommend marketing agencies and freelancers and the in-house team will work with them closely to help sell your show.

This pack acts as a guide to the type of support offered by Park Theatre's Sales & Marketing department, but is not to be viewed as your full marketing campaign activity, is not exhaustive and does not form or constitute any part of a contract. The activity herein is subject to change at the discretion of the Sales & Marketing Director.



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# 1. Season Announcement

## 1a. Preparing Your Copy & Image

Park Theatre does not produce season brochures or season summary pieces of print as standard. Individual flyers and posters are produced for each show.

Show copy and imagery may be required months in advance of your main flyers and posters. This may mean that you do not have key details such as full casting & artwork ready for inclusion in the season launch, but it's OK if you don't. We encourage producers to find a suitable holding image for the website and season launch if your main artwork is not ready.

Whilst it can be a good idea to maintain consistency and use the same image throughout a marketing campaign it is also possible to change it. Often once productions are cast they have a photo shoot with the actors that they then use on marketing materials going forward. Or you may choose to re-design the holding artwork when you have more time in the lead up to your show.

### The most important things are:

- Whatever image you choose, select something eye catching that sells the show as best you can at the time.
- Ensure that the key artwork you use will work in all formats required: portrait for the posters and flyers, landscape for all the various formats needed for the website (and social media), as listed on the programming form.
- If you are not going to have your full show artwork ready by the season launch submission deadline, find a stock image or work with a designer to create a holding image that you can use as an interim.

- The image must work as a standalone image. On the website images are not overlaid with show headers or title treatments, so the image must work without text. Equally Park200 shows must also supply a graphic title treatment for flyers/posters etc. so consider how your image works with a title treatment. Park90 shows should use the house fonts supplied for their show header. Please refer to the design and branding guidelines for further information.
- Consider the representation and inclusivity of your image.

### Websites for Holding Imagery

- [www.gettyimages.co.uk](http://www.gettyimages.co.uk)
- [www.shutterstock.com](http://www.shutterstock.com)
- Midjourney AI text to artwork generation: <https://discord.com/invite/midjourney>

### Show set up form

Please complete the show set up form via your unique link by the deadline given. Please do not leave any blank areas on the form. If you are uncertain about any areas, please call the Sales & Marketing Director on 0207 167 6635.

**Adherence to Deadlines**

The Sales & Marketing Director will provide deadlines for submission of copy, amendments and final sign off. It is crucial for the smooth running of the season launch that these deadlines are adhered to as there can be up to 12 shows per season, and if one producer is late on deadlines it will cause a delay in announcement and sales for all producers.

Please plan sufficient time to reply promptly, normally within 2 days.

**Image specs**

**Social Media artwork:**

- 1080 x 1080 px
- 1080 x 1350 px
- 1080 x 1920 px

**General artwork:**

- High resolution portrait version of the image, over 1mb in size
- High resolution landscape version of the image, over 1mb in size

**Website artwork:**



**Standard crop (from centre)**

Original has dimensions with proportions of 4x3 (standard photo shape)

All crops are measured from the centre. The image fills the longest dimension of the destination size and crops the edges (equally from either side or top and bottom).

4x3 cropping is used for; **promo blocks and media gallery**

Max pixel dimensions: **1920x1440px**

Image size: **Below 1MB**



**16x9 cropping**

This is used for; **homepage header, event and sub-page cards**

Max pixel dimensions: **1920x1080px**

Image size: **Below 1MB**



**1x1cropping**

This is used for; **header images at mobile, team and cast headshots**

Max pixel dimensions: **1920x1920px**

Image size: **Below 1MB**



**5x2 cropping**

This is used for; **header images at desktop including**

**general and event detail**

Max pixel dimensions: **1920x780px**

Image size: **Below 1MB**





### Focal Point

Original has dimensions with proportions of 4x3 (standard photo shape)

All crops are measured from the focus point.

The image fills the longest dimension of the destination size and crops the other edges, equally measured from the focus point. Or, where there isn't sufficient image to allow that, it fixes to the nearest edge and expands in the opposite direction (see below):



## 1b. Season Announcement

Park Theatre will provide the following marketing support for the season announcement:

### PR

Park Theatre's PR representative will include information about every production on a season announcement press release that will be sent to key national, local and industry press. Please refer to the PR guidance document in this pack for further information.

Approved show copy will be taken from your programming form. Due to the volume of productions in each season, individual producers are not given sign off on the general season press release but we will provide a copy for your records.

### Season Brochure

Park Theatre does not produce a season brochure, however we have provided templates for producers to create individual flyers and posters in house style. There is further guidance on this later on in the pack.

### Website

A web page will be created for each production with copy, images and any other rich content provided from the producer such as photos, review quotes, cast biogs & Park Theatre branded trailers. All web pages will be launched at the agreed season launch date and time. Park Keepers (Park Theatre's paid membership scheme) are entitled to three days of priority booking before tickets are released on sale to the general public.

### Social Media

Park Theatre will set up and pay for social media advertising for the season as a whole via Meta & other platforms at the discretion of the Sales & Marketing Director.

Organic social media for the season as a whole will be set up by the Marketing Manager.

### Other activity

Park Theatre may decide to engage in paid digital advertising such as 3rd party emails or web banners for the season as a whole and Google Adwords will be set up for each production. Other options such as Out Of Home or print advertising may be considered at the discretion of the Sales & Marketing Director (*please refer to the digital section of this guide for further info on Adwords and web banners*).

### Email

All new productions will be included on two emails:

- **Season announcement email:** At this point patrons will be encouraged to become a Park Keeper to take advantage of priority booking, which is open to members for three days ahead of general sale.
- **General on-sale email:** A reminder email three days after the season announcement when the season is put on sale to the general public.



## 2. Website Guidance

The Sales & Marketing team maintain parktheatre.co.uk, displaying the producer's show information and providing the following:

- Creation of a show web page for season announcement.
- A gallery of rehearsal images to the page upon receipt of approved, satisfactory rehearsal images.
- A gallery of production images upon receipt of approved, satisfactory production pictures.
- One upload of the cast & creative team list, their biographies and headshots added at the point of cast/ creative team PR announcement and upon receipt of headshots and biogs pre-formatted into house style (see 2.A, 2.B & 2.C).
- Trailers/ video content will be added to our Youtube & Vimeo channel and embedded onto your page (once signed off by the Sales & Marketing Director or Marketing Manager).
- Review quotes added post press night.

Website amendments outside of this list **may incur a fee.**

We ask that you compile changes together and send over to the Marketing Manager in one email and minimise excessive amendments.

Please be aware that website amendments deemed as less urgent may not be actioned immediately. This will often include amendments to actors or creative team biogs, tweaks to copy etc. which can take up to a week to action.

To make website amendments, please email the Marketing Manager.

### 2a. Website Image Requirements

All images must be supplied in the correct specifications. It is the responsibility of the producer or your marketing team to re-size images. Please submit images as JPG files.

- **Main show page:** 940px x 420px
- **Highlights home page scroller:** 680px x 420px
- **Thumb:** 460px x 375px
- **Actor headshots:** 150px x 188px

Website images cannot have text upon them as per Park Theatre's house style.

### 2b. House Style - Cast Lists

All cast and creative team lists **must** be formatted into house style before submitting to the Sales & Marketing team for uploading. Format as per the example below:

#### Cast

**Name of Actor 1** | Name of Character 1

**Name of Actor 2** | Name of Character 2

#### Creatives

**Director** | Name of Director

**Designer** | Name of Designer

### 2c. House Style - Biographies

All biographies must be formatted into house style. It is not possible for the Sales & Marketing team to format cast or creative team biographies on behalf of producers.

Please submit biographies formatted into the following style:

#### John Wilson

John trained at RADA.

#### Theatre credits include:

*Play Name 1* (Theatre Name);

*Play Name 2* (Theatre Name) and *Play Name 3* (Theatre Name).

**Film credits include:** *Film 1*, *Film 2* and *Film 3*.

**Television credits include:** *Television 1*, *Television 2* and *Television 3*.



# 3. Social Media

Park Theatre actively manages the following social media channels:

📷 Instagram: [ParkTheatreLondon](#)

📘 Facebook: [ParkTheatreLondon](#)

🎵 TikTok: [ParkTheatreLondon](#)

✂️ [ParkTheatre](#)

At all times, Park Theatre has two (or more) shows playing in our spaces, with multiple shows upcoming. Therefore, our social media schedule is often very busy as it has to accommodate supporting all shows, alongside our Creative Engagement programme, fundraising campaigns and Park Pizza & Bar.

Please bear in mind that we might not have the capacity to post on your exact desired date but will always aim to post in line with campaign schedules and at times that optimise engagement. We ask that you contact the Marketing Manager in advance with upcoming delivery dates for new social media assets to ensure a slot in our schedule.

## 3a. Organic Social Media

As long as assets provided meet our branding guidelines and quality standards, we will share them via social media. Below is a list of assets that we recommend having for your campaign:

- High-quality cast photo to support a cast announcement or mark the beginning of rehearsals
- Rehearsal photography\*
- Rehearsal/conceptual trailer\*
- Production photography\*
- Production trailer\*

- Review cards, GIFs or Videos\* (using Park Theatre house fonts, or in the style of your title treatment)

- Vox Pops

- Behind-the-scenes content (e.g. dressing room or press night photography, insights from the creative team)

\*Assets we would recommend having at a minimum.

If it is likely to increase engagement, we may invite producers/cast/creatives to collaborate on Instagram posts. The Marketing Manager will make your team aware of this in advance and check for approval. This is a really effective way of combining the following from Park Theatre's account along with those involved in the production.

Please do contact the Marketing Manager for any guidance, examples and contacts to help facilitate any of the above. In order to make the most out of Park Theatre's social media following, it is best to send assets in advance and share a clear and comprehensive list of content. All assets must adhere to Park Theatre branding and be submitted to the Marketing Manager in advance for approval. All video content must be supplied in landscape (1920px x 1080px) and portrait (1080px x 1920px).

As trends, algorithms and social media platforms are ever changing, we are always open to discuss what content might work best for your campaign to foster engagement.

## Park Theatre Social Media Support

We recognise that some budgets may not stretch to cover all the desired content to last the length of a campaign, so there are a few areas in which Park Theatre can support.

- At the time of your cast announcement, if you don't have a bespoke asset to go live with, we can create social media cards using your provided cast headshots in house style.
- Either during rehearsals or your run, you can request a date for an Instagram takeover to be carried out either by your cast or creative team members. Guidelines and log in instructions will be supplied once a date is confirmed. We can also repurpose this content for TikTok when supplied with the video files.
- We can schedule in an Instagram competition, offering complimentary tickets, playtexts or signed programmes to audiences who engage with the post.
- Following press night, we can assist in creating reviews assets, using your provided production images and selection of pull quotes.
- Park Theatre owns a GoPro in-house and upon request can record a performance and edit short clips, with overlaid captions for use on Instagram Reels and TikTok. Please contact the Marketing Manager in advance should you need this support, along with time codes/references to your chosen passages from the production.

Please note that all of the above are subject to the capacity of the Sales & Marketing team. We ask that you provide advance notice should you require support in any of these areas.

## Setting Up Your Own Social Media Channels

While not mandatory, it is permitted to set up your own social media channels to help promote your production. Some producers opt for this, as it allows greater flexibility and control over how and when you post.

All assets that you post on your own channels that relate to the production at Park Theatre must adhere to Park Theatre's branding guidelines and be signed off in advance of sharing.

If you are posting any ticket links, directing audiences towards the Park Theatre website, please request the relevant tracking links from the Marketing Manager to help support our analytics and reporting.



### 3b. Paid Social Media

Meta advertising is a hugely effective way of targeting and developing audiences for your productions. We therefore recommend that a good proportion of your budget is allocated towards this.

Park Theatre can operate your Meta campaign on your behalf. We recommend opting in for this support as this is a specialised area. The Marketing Manager will be able to optimise your campaign, making informed decisions on budget, targeting and ad creatives, based on the success of previous campaigns.

Using the Park Theatre Meta Pixel and Spektrix data, the Marketing Manager can help you target the following audiences:

- Website visitors to your show web page
- Website visitors who have abandoned cart along the purchase flow
- Bookers from previous Park Theatre shows
- Customers who have engaged with email campaigns
- Lookalike audiences based on existing data
- Location-based audiences
- Show-specific audiences, tying into the themes of your production

Alternatively, if you are bringing on a marketing team to run your campaign, we can add you/ your marketing company as a partner on the Park Theatre Ad Account. This will allow you to run ads under the Park Theatre name, utilise our Meta Pixel and be in full creative control of your campaigns.

If you opt to run your Meta campaign yourself, you will need to:

- Provide the Marketing Manager with a schedule of your Meta campaign
- Provide previews of your ads to the Marketing Manager before activating the campaign
- Provide the Marketing Manager with regular performance reports

The Marketing Manager can share successful ad sets from previous campaigns for you to utilise, and create custom audiences based on Spektrix booking data upon request.

When setting up your Meta ad campaign, we recommend the following:

#### Campaigns

- Opt for a lifetime rather than a daily budget
- Set up two campaigns – one for retargeting, and a second ‘all interests’ campaign, using detailed targeting to develop prospective audiences and feed into the former

#### Ad Sets

- Set up the Park Theatre Meta Pixel, so it only pulls through purchase data for your production
- Avoid using **Advantage+ audiences** to build your ad set and instead **switch to original audience controls**, to allow for the more tailored targeting as specified above
- Exclude those who have already booked for your show (the Marketing Manager can provide you with updated custom audiences using booking data)

#### Ads

- Turn off **Multi-advertiser ads**
- Turn off all **Advantage+ creative enhancements\***
- Turn off all **info labels**, including **business information** and **social cues\***
- Input the relevant UTM tracking link into the website URL field, as provided by the Marketing Manager, and ‘**parktheatre.co.uk**’ or similar into the display link field
- Make use of all five copy variation options
- For Single Image or Video ads, resize your creative to the optimised specifications (1080px x 1080px, 1080px x 1920px and 800px x 418px/1920px x 1080px)

#### \*Mandatory

We recognise that Meta Business Suite goes through constant developments and changes, so please do get in touch with the Marketing Manager for current best practise and advice.

Upon request, the Marketing Manager can also set up boosted posts for your campaign. This can pose as a good opportunity to maximise engagement and test the effectiveness of targeted audiences.

#### ✗ Advertising on X

We do not currently use X for paid advertising, and would advise against allocating budget to this platform.

#### 📺 Advertising on Youtube

We do not tend to use Youtube advertising

extensively, however, we have done in the past so this is something that can be explored.

#### 🎵 Advertising on TikTok

Advertising on TikTok is a new venture for Park Theatre. Please do discuss with us if you would be interested in advertising on this platform, and we can look into ways of supporting you.

### 3c. Tone of Voice

#### Overall Guidance:

Park Theatre's tone of voice (TOV) across all channels, from social media to email marketing, should adhere to Park Theatre's aims and values as an organisation.

#### Park Theatre's aims & values:

- **Accessible** - Park Theatre is proud to be a venue that prioritises access and our communication reflects this.
- **Warm & welcoming to all** – We want to be inclusive of all people and communities, whether regular theatregoers or first-time visitors. We do not want to alienate anyone with our TOV.
- **Engaging** – Park Theatre wants to capture and retain people's attention, both for short-term sales purposes and long-term customer engagement.
- **Professional** – We remain respectful in our communications. We are never informal to the point of over-familiarity, unpredictability or unprofessionalism.

TOV key words: **Engaging, Accessible, Inclusive, Inviting, Approachable, Respectful.**

#### Website:

The TOV for website copy should be prioritise clarity and engagement. It should be inviting and inclusive of all potential audiences that might arrive at it.

TOV key words: **Informative, Engaging, Clear, Welcoming, Inviting.**

#### Emails:

The TOV for email copy should remain accessible, welcoming and clear like on the website, but it can also be slightly shorter form, more playful and engaging.

TOV key words: **Engaging, Exciting, Welcoming.**

#### Social Media: Facebook

Facebook may attract a **middle/ older audience**. There is more of a **community-feel** to our Facebook audience.

#### Facebook TOV guidance:

- Longer-form clear and informative
- Fostering community – language can be more **familiar, open, friendly and approachable**
- **Accessible** – avoiding phrases and jargon that might alienate readers
- **Emotive** and **personalised**

#### Instagram

Instagram attracts a **younger audience** than Facebook who could be considered more **social media savvy**.

#### Instagram TOV guidance:

- **Short-form** – **Snappy** phrases and catchy titles
- **Fun** and **interesting** – can be more eye-catching and **playful**
- **Informative** without being overly explanatory

#### TikTok

**TikTok** likely attracts the **youngest audience** to view content. They are also likely to be a very **social media savvy** audience. To retain engagement, content should be – where possible – **friendly, familiar** and **fun**. The purpose should be to engage a **community of followers** to Park Theatre's brand rather than to be overtly sales oriented.

#### TikTok TOV guidance:

- **Short form** – Prioritise engaging interest **quickly**. Opt for **snappy phrases** and **avoid long sentences**
- **Familiar to social media savvy audience** – TikTok copy can adhere more to **trends** than content on our other channels
- Where appropriate, captions should be **familiar** and **informal**

## 4. Email Marketing for Producers

Park Theatre creates targeted email communications to its existing database for all productions. Communications are tailored to your production both in terms of content and in the creation of defined, relevant email audiences.

### Park Theatre will provide the following email marketing support for your production:

- 1 Inclusion of your production on the season announcement and general season on-sale emails.
- 2 One 'coming soon/ cast announcement' solus email, sent at a time agreed by the Marketing Manager and the producer. This will be sent to a segmented audience within the Park Theatre database, including targeting which may cover audiences from crossover shows, audience spectrum segments and those who have engaged with previous emails featuring your production.
- 3 One 'reviews' solus email, sent in the week following press night, to include reviews and other rich production content such as production images, trailers and vox pops.
- 4 One inclusion (minimum) on Park Theatre's monthly general e-newsletter. As this is a monthly roundup, features are not as comprehensive. Exact numbers will vary but these will typically send to around 20,000 subscribers.
- 5 Park Theatre will build a tailored, segmented customer list within our database for your solus email. This will always exclude those who have already booked and will likely target audiences from crossover shows, audience spectrum segments and those who have engaged with previous emails featuring your production. Park Theatre operates a busy email schedule, so we may not always be able to accommodate your preferred date. We will endeavour to align with your campaign schedule, so please liaise with the Marketing Manager in advance.

### Producers agree to:

- Have small PS swap boxes included on the bottom of their solus emails, so that reciprocal email marketing opportunities can be arranged with other venues that will also benefit the producer in return.
- You can arrange PS swaps for your production, which Park Theatre can reciprocate, subject to availability. Please contact the Marketing Assistant to request our PS swap form and check upcoming availability.
- A 'coming soon/ supplementary event' box for future Park Theatre productions at the bottom of their solus emails, as a friendly way of supporting other shows, which the producer will also benefit from in return.

### Where additional email marketing is requested:

- Additional emails outside of the above can be booked in, at a cost of £75 for a 'headline' feature and £35 for a supplementary feature. This covers the administrative time required to design additional emails and build customer lists, as well as the cost of sending the email. Additional emails cannot be guaranteed and will be subject to availability and the overall objectives of the Park Theatre email marketing strategy. We therefore recommend booking in additional email support at your earliest convenience.

## 5. Park Theatre Sign Off Process

The Sales & Marketing Director or Marketing Manager **must** sign off on **all** digital & print marketing materials including, but not limited to:

- Flyers
- Posters
- Outdoor advertising artwork i.e. LEPs/ 4 sheets/ 16 sheets etc.
- Postcards
- Print adverts
- Digital adverts such as web banners, MPUs, email soluses etc.
- Pop up banners
- Video trailers
- Programmes
- Playtexts
- Merchandise
- Social media assets such as GIFs or review cards

If any advert or item relates to a performance taking place at Park Theatre, it must be signed off by the Sales & Marketing Director or Marketing Manager and adhere to Park Theatre house style and branding guidelines. Park Theatre are not responsible for any costs incurred due to assets being printed/ submitted without sign off that subsequently have to be pulled.

### Sign Off Timeline

The Sales & Marketing Director / Marketing Manager require **3 days** to look at each draft. Park Theatre reserve the right to request reasonable amends and make suggestions in line with our house branding guidelines and style.

### Tour Print

Upon occasion, a production at Park Theatre may be part of a tour whereby adverts refer to performances at multiple venues. Where this is the case, the Park Theatre branding guidelines may be altered slightly on a case by case basis but key elements such as the Park Theatre logo will always need to be included. Please contact the Sales & Marketing Director with your tour print drafts and questions before signing off.

### 5a. Programmes, Programme Scripts & Freesheets

Any programme, script, playtext or freesheet sold at the venue must be Park Theatre branded and signed off by the Sales & Marketing Director/ Manager. Please refer to the section on sign off and ensure you leave ample time for proofing and amends in between drafts.

### Park Theatre 'About Us' Inside Pages

Park Theatre have two pages of 'About Us' that must be included in any script or programme. This includes: staff and supporter information and information on Park Theatre. Please see files included in the shared drive link or request an up to date copy from the Sales & Marketing Director or Marketing Manager.



### Where a Programme is Being Produced

Park Theatre reserve the right to sign off on programmes being sold in the venue. The front cover should be in Park Theatre branding, with the Park Theatre programme pages included inside.

Park Theatre programmes can be A5, or occasionally A4 for large scale more commercial productions such as musicals.

A5 programmes must be printed on house paper stock, 170gsm uncoated inside pages and 200gsm or 250gsm uncoated stock for the front and back cover.

We suggest A4 West End style programmes are printed on silk.

### Where a New Programme Script is Being Produced

Where a new Programme Script is being produced, we recommend using the approved flyer/poster artwork for the front cover, for consistency. For Park200 shows the title treatment used in your main artwork should appear on the front cover, and for Park90 shows the title should appear in the primary house font. The author's credit should be in the secondary house font and the Park Theatre logo placed on the reverse cover.

### Where a Freesheet is Being Produced

For shows that are not producing a programme, a freesheet will be required. Park Theatre has provided an InDesign template in the shared drive link that your designer can use. Once signed off by the Marketing Manager, this will be accessible to audiences as a digital copy via the website and QR codes in the building. We will only print copies for attending press. We can cover print in-house, but please note that there is a charge of £0.05 per black & white side of A4 and £0.20 per coloured side of A4.

### Where an Existing Programme Script or Play Text is Being Sold

Where an existing publication of an old play is being sold and not produced or re-issued for this production, we can relax Park Theatre branding requirements and sell the script as a merchandise item via box office. It is the responsibility of the producer to arrange a deal with the publisher for selling existing scripts.

### Pricing

The price point for programmes and scripts is set by the producer and can range from £3 - £7, with those towards the higher end of the price range being packaged as programme-script, with the inclusion of cast and creative biographies and introductory notes.

Park Theatre take **25% commission** on programmes, scripts and merchandise sold. We do not have a separate merchandise stall, so please be aware and plan your budgets and quantities accordingly as we do not have a dedicated member of staff to sell merchandise.

Please discuss your price point with the Head of Ticketing. We can also pre-sell programmes and playtexts online in advance.

### Quantity

Advising on the correct quantity of programmes or scripts is challenging as it depends heavily on the casting, artwork and price point of the product, as well as how busy the show sales are overall. Please discuss your proposed quantities with us before ordering. Please remember to factor in scripts or programmes you may wish to give out to press or guests for free.

Please contact the Head of Ticketing to discuss the best programme quantity for your production before ordering.

Due to the limited storage space at Park Theatre, we ask that producers arrange the collection of any leftover stock swiftly after the end of the run. Unless we are told otherwise, any leftover programmes will be recycled.

## 6. Digital Marketing

### 6a. Trailer Branding

We endeavour to support producers in being as creative as possible with their video content whilst also keeping to Park Theatre branding guidelines.

The trailer should end with the endcard template slide provided in multiple sizes in the dropbox folder that you / your designer should populate with the following information:

- Name of the show
- The corresponding venue logo (Park200 or Park90) top right or top left as per the template file
- Your show's artwork forms the background of the template (the area which is black on the template)
- The parktheatre.co.uk web address as it appears on the template
- Either your show's title treatment (for Park200 shows) or the name of the show in the primary house font (for Park90 shows)

To make this even easier for you, we have created a photoshop template file for the end card which you can find in the asset folder.

Please refer to the example end card templates to trailers that indicate how to display the necessary information.

Both the template slide and our animated logo graphic must be added.

### Video quality & style

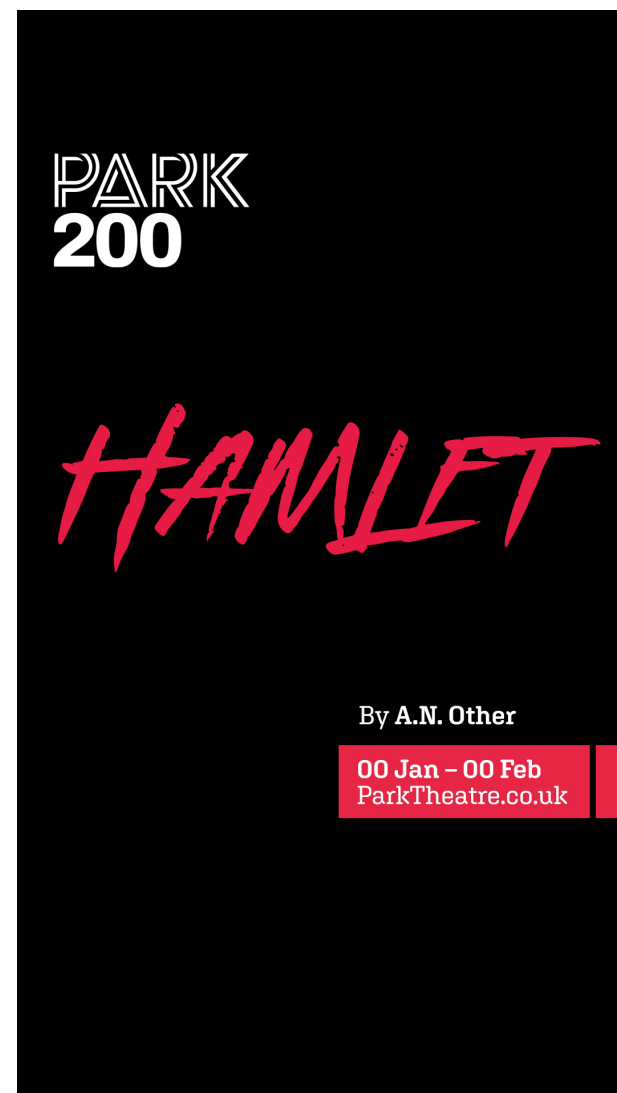
Park Theatre has spent many years developing a slick, high quality style for our video trailers. We would expect that any content you produce meets the quality expectations our audiences have come to expect. Therefore, it is highly recommended that you engage a professional filmmaker to help you make your content. We are always happy to discuss concepts and briefs for your trailers and share examples of previous video content that has performed well. Park Theatre reserves the right to request reasonable amendments to trailers, and reserves the right to sign off on anything shared on our platforms.

Please provide proofs of trailers to the Sales & Marketing Director or Marketing Manager in advance for sign off.

We recommend Park Theatre's regular freelance filmmaker Piers Foley Photography:  
[piers@piersfoleyphotography.com](mailto:piers@piersfoleyphotography.com)  
[www.piersfoleyphotography.com](http://www.piersfoleyphotography.com)

We have an animated Park Theatre branded logo graphic that should be inserted at the end of your video. This can be downloaded from the design elements in the shared drive link in all sizes needed for all platforms.

## Video end card editable template

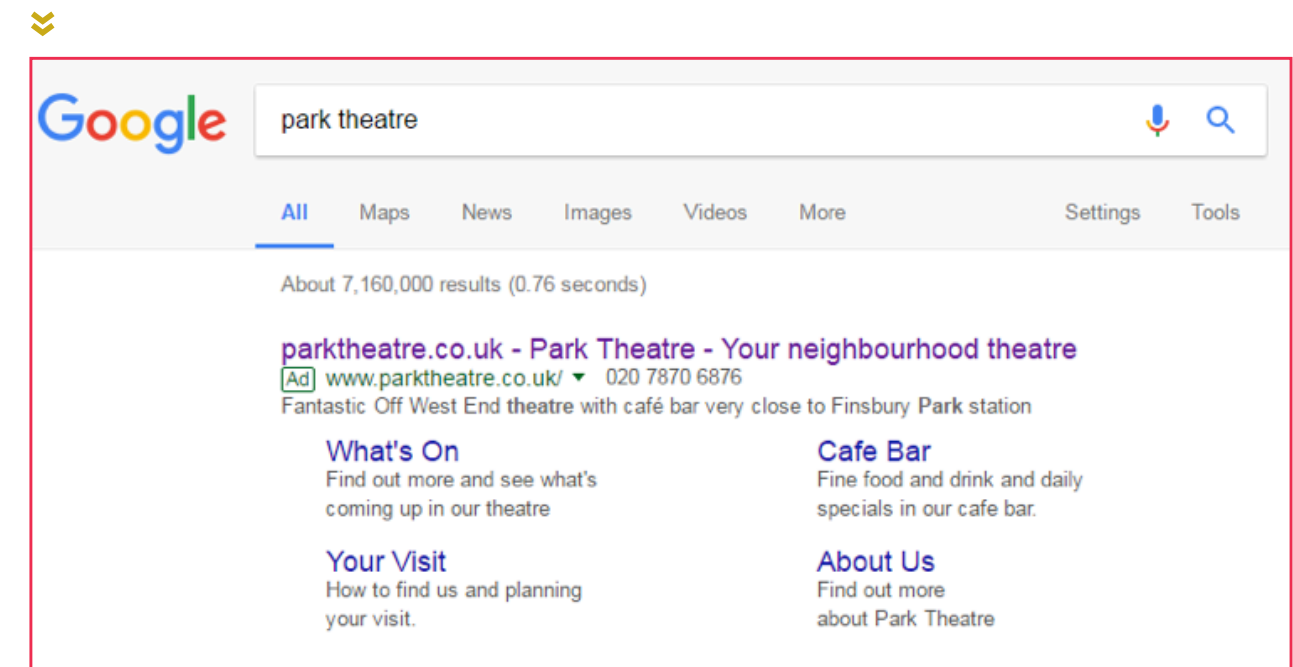


## 6b. Google Ads

Park Theatre is a registered charity with a Google Ads grant. Google Ads are the promoted ads that appear at the top of your Google search and are a great way of generating traffic to your show page

and Park Theatre's website when people search for relevant terms.

Here is what Google Ads look like appearing at the top of the search results:



The Sales & Marketing team set up, run and manage the ads in house, so as a producer you don't need to worry too much about this.

For those experienced in Search Ads, we invite you to send a spreadsheet of the keywords you think are relevant to your production and we will take these into consideration when setting up the ads.

Please note that the grant limits are for search network ads only and bids are limited to \$2 (USD).

Given that Park Theatre uses a Google Adwords grant to support productions, we ask that other producers and marketing agencies inform us if they intend to set up their own paid search, to avoid two sets of ads bidding on the same keyword and therefore inflating the price.

## 6c. Web Banners & Digital Ads

We have templates for programmatic web banners available in the shared drive folder link. Please refer to the branding guidelines on use of the web banner templates. Static JPGs and GIF animations are permitted.

All banners must be approved by the Sales & Marketing Director or Marketing Manager.



# 7. Marketing Around the Building

Park Theatre is a hub to the local Finsbury Park community and our communal Park Pizza and Bar areas are often full of life. Marketing presence around the building is a great way to let local and industry people using the building know about upcoming events.

## Flyers & Posters

Park Theatre will pay for the printing (but not designing) of:

- 1500 A5 flyers
- 3 x A2 posters
- 5 x A3 posters

For use around the building only. Upon receipt from the producer of a signed off, print ready artwork file for both flyers and posters, print will be ordered and displayed in the building.

Poster space consists of units in toilet cubicles, and 'now showing' posters on the stairs and by the entrance.

## Front of House Advertising Screens

We have three digital advertising television screens front of house, two at box office and one in the upstairs bar. These screens are regularly updated with information on upcoming shows, creative learning courses, fundraising initiatives and accessible performances. The Marketing Manager will include your artwork and show information on a static Now Showing/ Coming Soon/ Book Ahead slide.

We can also add short show trailers (without sound) to the screens. We recommend these focus on visual rehearsal/ show footage and text such as stars/ reviews as there is no sound.

## Production Photos

Upon receipt from the producer of a maximum of 10 high resolution (1mb or higher) approved production photos, Park Theatre will print these A4 sized to be arranged on the front of house board by the theatre entrance.

The 10 producer approved photos should contain all of the cast members and a mixture of individual and group shots.

We like to have production photos in situ front of house for press night. Photos should be submitted to the Marketing Manager at the very latest one day before press night so that the photos can be sent to the local printer who require a minimum 1 day turnaround time.

Park Theatre will only pay for the printing of one set of photographs, any extra photos requested after press night will be at the producer's own expense.

## Inside & Outside

### Review Quotes

Post press night Park Theatre will arrange for the printing of review quotes to hang on boards outside the theatre and to be written on the photo display board inside the theatre. Park200 goes on the left, Park90 on the right.

### Outside boards

2 x boards per production, with space front and back for 3 x review quotes and 1 x title of the show.

### Inside quotes

After press night producers should send an approved list of quotes to the Marketing Manager who will write the review quotes on the front of house photo board. Please clearly submit the 3 quotes for the outside boards and the 5 quotes for the inside boards.

Quotes should be kept short and pithy.

Park Theatre will only pay for one round of outside quotes, any additional quotes requested after this will be at the producer's own cost.

### Season Poster

Park Theatre will produce a 'What's On' season poster for display in the light box on the front of the building. The posters will include picture & copy for the next 3 upcoming shows in the season in both auditoria.

7a. Window Graphics

Our Bay Window is available to producers to promote their shows with the use of window vinyls. The windows may be used by both Park200 and Park90 producers and use is subject to availability.

**Bay Window** - Often producers opt to share the bay window with another show at the same time to split the cost. We can facilitate this discussion between producers.

If you wish to engage the bay window, Park Theatre's Sales & Marketing team will facilitate the design, installation and removal process and recharge the costs back to you at the settlement stage.

As of 2025, the cost of designing, printing, installing and removing the bay window sticker is £1900 - £2500.

Park Theatre uses a company called FD Signs to print and install the design as solid vinyl on the exterior of the window for the best result. To allow enough light into the upper bar, the top 60% of the design should be clear, and the bottom 40-50% covered by vinyl.

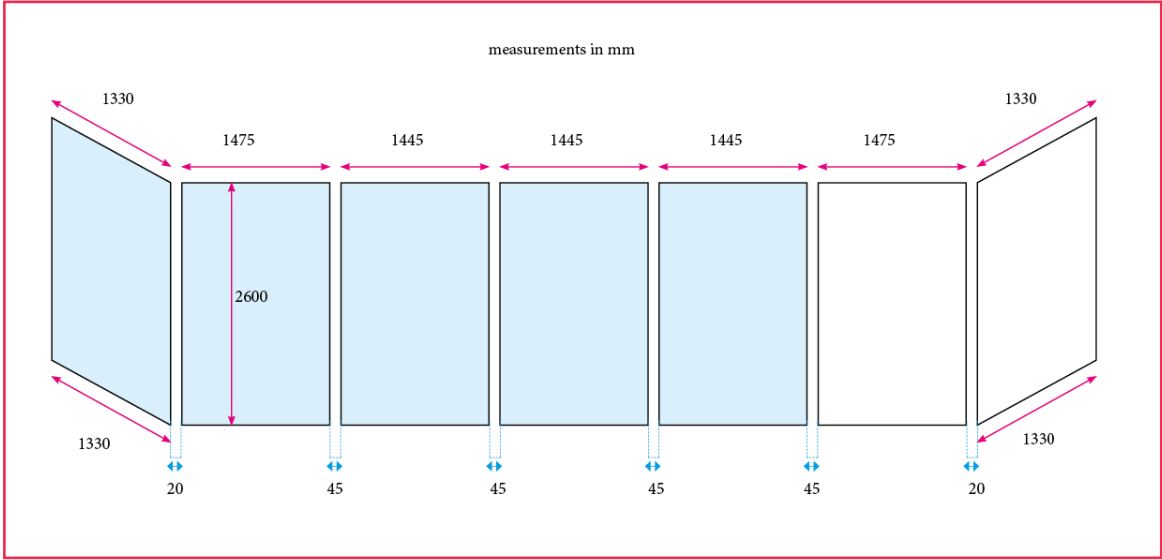
NB - the examples given here are in Park Theatre's previous brand pre 2025.

Example Artwork

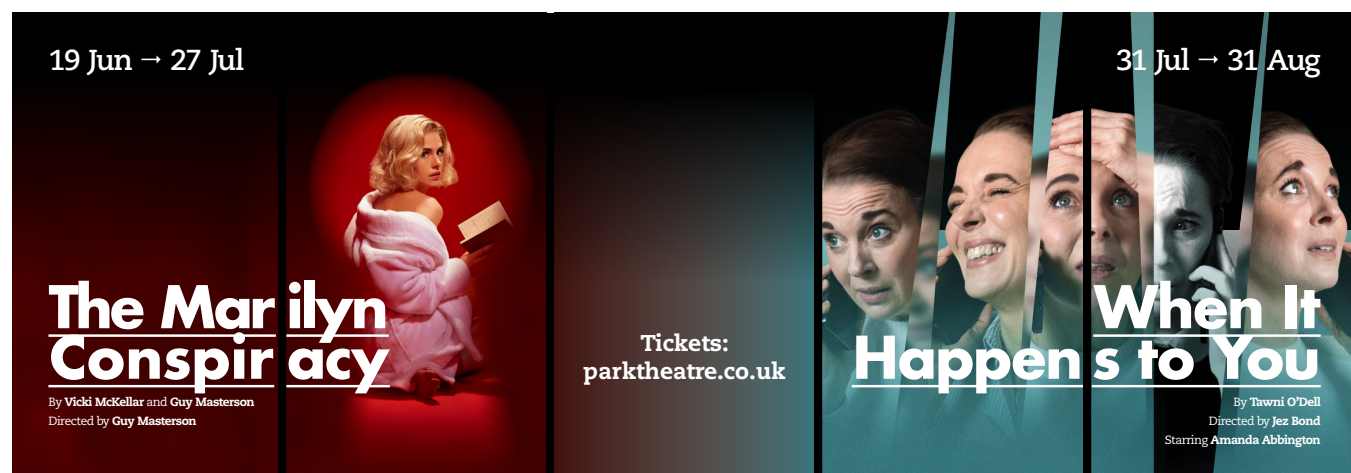


The black space here is the clear window not covered by vinyl.

Bay Window Dimensions









# 8. Other Marketing Areas

## 8a. Offers, Discounts and Promo Codes

At times it may be necessary to use special offers, discounts and promo codes to help sell your production. Whilst these can be an effective way of targeting potential audiences with an attractive offer, please discuss your ideas with the Sales & Marketing team in advance.

### Setting up offers via promo codes

Promo codes are set up by Park Theatre's Box Office team via our ticketing system. Please email requests to the Head of Ticketing and Sales & Ticketing Manager. Once the offer parameters have been agreed by all parties, we will activate the offer for use. Variables we need to know from the producer when setting up the offer/ code are:

- For which show this is being applied
- To which dates and times
- To which price band
- Any limitations - such as only available on certain dates, limiting the number of uses of the code, limiting the amount of tickets that can be bought via a code by any one customer
- A preferred short promo code name such as: **THURS10**. The code must be unique and fall within a certain length/format, so please don't publish your promo code until you've had it confirmed by the Park Theatre team

### Types of offers

- Offers to a specific, relevant crossover segment of the Park Theatre existing database via email. Additional offer emails will be charged at £75 (see the email guidance section of this pack for further info).
- Offers via social media – we would ask for these to be limited and time based such as a 24 hour flash sale.
- Offers to third parties such as agents, theatre lists, other theatres, WhatsOnStage, etc.
- Company offers such as a special cast and company rate.
- Offers to closed lists such as drama schools or personal contacts

Offers should not be advertised via social media unless otherwise agreed with the Park Theatre team.

## 8b. Partner Company & Data Sharing

We have the Spektrix Partner Company sharing function enabled. This allows customers the option of receiving email communications from your company after your show has finished, helping you to grow your own lists. This data can be shared with you at the end of the run.

## 8c. Competitions

Competitions to win tickets to your production are a great fun way of creating a buzz online via social media and word of mouth. Any competitions you are planning with 3rd party websites, agents or publications should be flagged to the Sales & Marketing team with the following information:

- Name of publication running the competition
  - Dates the competition is running
  - Details of the competition prize
- The winner's details should be submitted to the Sales & Ticketing Manager with the following information:
- Name of the winner
  - Email address and telephone number of the winner (we require both parts of this information). Telephone numbers are used for booking information purposes only i.e. in case of cancellation, not for marketing.
  - Date and time the winner would like to attend

Depending on the popularity of the production it may be necessary to lock off seats for the competitions you are arranging in advance so please notify us of this to ensure we can fit the winners in. All competition tickets will be subject to availability.

One type of competition that works well is an Instagram Follow & Tag competition. This works by sharing rich content such as production photos or a trailer (pictures of recognisable faces/ celebrities garner the most interest) on Instagram with the instruction to:

1. Follow @parktheatrelondon
2. Tag a friend in the comments who would LOVE to see this show
3. Like this post
4. The winner will be drawn on XXX

This boosts social media presence and engagement and gives something back to followers. The competition winner gets 2 x tickets to see the show on the date of their choice as specified in your post. You may wish to allow multiple winners as this can be used as way of discreetly papering earlier/quieter shows.

Please speak to the Marketing Manager about an Instagram competition.

### Added value competition prizes

If you intend to offer extra added value to your competition beyond the winning of tickets, for example including a free programme, please discuss these with the team before booking the competition.



# 9. Schools, Further & Higher Education

Schools and other educational establishments can be a fantastic way of bringing in group bookings on relevant productions. Producers will lead on marketing to educational establishments but it's important that all communications strategies, letters and emails are approved by Sales and Marketing team and comply with the Park Theatre brand before sending.

## Park Theatre's schools database

Park Theatre have the contact details of some educational establishments in our box office system that can be utilised to help generate bookings for your show. Although we cannot share specific contact details due to GDPR, let the Sales and Marketing team know if you would like to take advantage of our contacts.

Educational marketing can require some investment in emails, letters and phone calls but can absolutely be beneficial if you want to attract educational establishments. Park Theatre's Sales & Marketing team cannot coordinate mailings or undertake calling establishments on your behalf.

## Letter/ email content

As teachers/lecturers are often very busy, it's important to clearly lay out the most relevant curriculum benefits and areas of study in any communication. This will allow them to easily see how this theatre trip could tie in with their key learning objectives.

Examples of clear and well-presented educational letters that we have drafted into a house branded template are available via the shared drive link for you to use.

It is useful to remember that schools in our area are culturally and ethnically diverse and therefore emphasising these aspects of your production via marketing copy or images, if appropriate, may result in a more positive response.

## Schools and Educational Bookings

Bookings are handled by the box office directly. This ensures teachers have a point of contact in the venue to administrate their booking and organise their trip. In your communications you should include the following contact information for schools booking requests:

**boxoffice@parktheatre.co.uk**

**020 7870 6876**

The lead contact at the school should contact the box office with details of the rough number of tickets they need and if the group has any access requirements. Our box office system will generate an invoice which the box office team will send. Confirmation of final number and full payment is required either two months after the booking is made, or one month before the performance – whichever is soonest. Park Theatre's Sales & Ticketing Manager will clearly communicate with schools their expected payment dates.

## Educational Pricing

**Park200:**

**£10 per ticket for state schools, £15 per ticket for fee-paying schools or higher education establishments**

**Park90:**

**£10 per ticket for all educational establishments**

For every 10 tickets, a complimentary staff ticket is offered, if required. Additional staff tickets can be purchased at the educational rate.

It may also be possible to implement a special offer such as early booking offers, but we keep the schools pricing standardised to avoid competing against other shows in the venue.

## Age guidance

Appropriate age guidance is a must for teachers. Things to consider include: swearing, thematic content, scenes of a sexual nature, violence, drug use, the nature of relationships in the play (i.e. are they appropriate, student/ teacher etc.) It is sometimes requested that you send the teacher a copy of the script in advance of booking or attending so that they can assess suitability themselves before booking to avoid any problems on or after the event.

# 10. Park Laughs, One Off Events and Short Runs of two weeks or less

Performances that run for less than two weeks will receive the following support from Park Theatre:

## Marketing Support

- **Priority booking:** unless the one off event/ short run is included in a full season announcement, there is unlikely to be a Park Keepers priority booking period, unless deemed appropriate by the Sales & Marketing Director
- **Email:** Park Laughs shows will be added into the next scheduled Park Laughs email newsletter, which will include multiple shows. The Sales & Marketing Director may allow a solus eshot, if this is deemed the best approach. Other one off events such as children's theatre shows will be sent to a targeted segment of our family booking database. One off events/ short runs will also be included on at least one monthly newsletter roundup, which goes to around 20k subscribers.
- **Paid social media advertising:** The Marketing Manager may set up paid social media ads at an appropriate time during the campaign, which may be for the announcement of the show or may fall later. If you have a budget to allocate to Meta advertising, please let us know and we can help set up your ads and recharge the cost back to the production.
- **Organic social media:** This will be similar to the

level of coverage outlined in the organic social media section of this pack, but with reduced frequency for one off events and short runs.

- **Video content:** if video content is available for your production we can identify space in our schedules to share this, so long as it is Park Theatre branded and meets our standards. Please refer to the video branding section of this pack.
- **Google Adwords** will be set up – refer to the Adwords section of this pack

## Marketing Around the Building/Print

- A Park Laughs upcoming listings poster may be produced for toilet cubicles for upcoming shows
- It is possible for Park Laughs shows and short run shows to create a flyer in Park Theatre's house style. Please refer to the flyer and poster section of this pack for guidance on creating flyers and posters. The producer will cover the design of the flyer and upon receipt of an approved, PT branded flyer, Park Theatre will pay for a maximum of 500 flyers for the building.
- Park Theatre will not produce a freesheet or programme for Park Laughs or one off events. However, if the producer would like to provide a freesheet or programme in Park Theatre's house brand style you are welcome to do so. Please refer to the Programmes section of this pack, and discuss your plans with us. Non Park Theatre branded freesheets or programmes will not be sold or distributed.
- Video content can be added to the front of house TV advertising screens if it meets Park Theatre's standards, and is in Park Theatre branding
- Park Laughs events will be featured on the TV advertising screens front of house, in our 'upcoming' template for Park Laughs shows
- Space to display production photos or outside hanging review quotes is not offered for Park Laughs or short runs.

## PR

There is no PR support included as standard for shows with runs of less than 2 weeks. At the discretion of the Sales & Marketing Director, there may be times where a small amount of activity takes place, such as inclusion in a season announcement (if announcement schedules align).

You are welcome to work with a freelance press representative - please provide drafts of any communications in advance of release.



# 11. Marketing & Sales Quick Reference

## Park Theatre's standard marketing support for producers includes:

- Season announcement exposure via press and marketing activity at the discretion of the Sales & Marketing Director
- A web page for your production on the theatre's website
- Reasonable amendments to the web page for cast & creative biogs (when announced), photo galleries, trailers and reviews (extensive amendments may incur an additional fee)
- 2 email solus newsletters: 'cast announced/coming soon' and 'reviews'
- Inclusion on at least one monthly e-newsletter
- Organic social media support (rich content such as photos & videos must be supplied in order to share on social media)
- 1500 flyers printed for display in the building
- 3 x A2 and 5 x A3 posters printed for display in the building and toilet cubicles
- Paid social media advertising support is available on request.
- Inclusion of your show on our front of house advertising screens via static info slides. Trailers can also feature if provided.
- One print run of 10 max production photos A4 size for display front of house upon receipt of approved high res files (1mb or larger)
- One print run of large hanging quote boards outside and handwritten review quotes on the front of house photo board
- Regular daily and weekly sales reports, with other reports & insight available on request
- 3rd party ticketing agency sale functionality is provided. It is the responsibility of the producer to set up individual agency offers
- Setting up a selection of Google Adwords for your production. Please liaise with the Head of Ticketing regarding agent sales & offers.
- Contact information of any patrons who opt in to receiving updates from your company specifically via Spektrix partner sharing function, given at the end of the run
- At least one initial press and marketing meeting with your team at Park Theatre
- Ongoing advice, guidance and insight from the Sales & Marketing team
- Support from the Sales & Marketing team on managing your press night

It is important to remember that Park Theatre's marketing channels exist to support your main marketing campaign but our existing audiences **cannot** provide the basis of your entire campaign alone. Your own company, producer or freelance marketer should manage and run the main marketing campaign which should never be limited to the Park Theatre marketing as outlined in this pack. It is important to reach new audiences outside of Park Theatre's database and following to ensure a successful run.

We enjoy talking about ideas and ways in which we can support your campaign, so do **get in touch**.

# 12. PR & Publicity

## MOBIUS.

### Mobius – General Info For Producers

#### About

Established in 2003, the award-winning team at Mobius provide PR, marketing, design, print and distribution services for the arts, specialising in theatre, comedy and dance. Mobius work to support some of the most exciting venues, companies and practitioners in the UK with a track record of success in London, on the national touring circuit and at festivals across the UK. The team pride themselves on a detailed understanding of the industry, a history of developing cutting-edge marketing techniques and a passion for live performance.

Mobius are retained as press representatives for Park Theatre and are also able to discuss providing tailored press campaigns to support productions at the venue. For more information on what Mobius do or to discuss a tailored campaign, please visit [www.mobiusindustries.com](http://www.mobiusindustries.com), or contact [emma@mobiusindustries.com](mailto:emma@mobiusindustries.com)

#### Season Press Release

Ahead of each season, Mobius will write a complete season release to be issued concurrently with other on sale activity. This will be the first communication externally with both the media and the public for each production, and all parties should maintain confidentiality, especially on social media channels, before this point.

Park Theatre will have overall approval on both scheduling and overall content of the season release, which will include signed off copy for each production in the listings section of the release, supplied directly from the producer via the programming form. Due to the volume of shows/producers featured in a season press release, individual producers are not offered sign off on the release beforehand, however a copy will be provided for your records on the day of release.

#### Campaign support

Prior to the season announcement, Mobius will advise individual producers on the choice of a press night date based on the SOLT clash diary.

At the start of a campaign, a representative from Mobius will talk with producers to discuss the support Mobius can provide either as part of the Park Theatre package, or as an additional bespoke campaign. In this initial meeting, Mobius will discuss timelines for the productions and explore the angles, including casting, approach and themes.

Should the producer enlist the services of an external publicist for representation, the publicist will be required to share with Mobius the prospective press night date so that Mobius can advise on internal Park Theatre clashes. Mobius will also attend the initial sales/ marketing/ press meeting to provide any necessary continuity or feedback from their experience working with Park Theatre.

#### For Park90 companies (with a run of two weeks or more), with no external PR representation

- Six to eight weeks (or at an appropriate time), Mobius will issue a solus release for the production, which will be signed off both by the company and Park Theatre. The press release will go to Mobius' full database of national, arts, local and lifestyle titles, and additional specialist titles as appropriate to the production.
- Any responses from publications for images, interviews, press tickets or further information will be managed and the company updated.
- Mobius will release rehearsal and production shots at the appropriate moment.
- Approximately two weeks before opening, or at an agreed time, Mobius will follow up with an invitation to review. Subject to capacity, invitations to key media figures may also be extended.
- Mobius will keep the producer updated with press tickets, and will book all tickets through Park Theatre. Park Theatre's standard press night allocation is 50 tickets for Park200 and 30 tickets for Park90.
- Mobius will manage the press desk, greeting press on arrival and distributing drinks vouchers.
- Following the press night, Mobius will keep the company updated on reviews as they are published.



### For Park200 or Park90 companies with external PR representation

Mobius will work with the producers chosen representative, providing any necessary support and feedback from Park Theatre's wider communications strategy, and advising on cross-production themes and local publications.

- The representative will be asked to liaise with Mobius and Park Theatre around the timings of releasing images and photocalls.
- Mobius ask that they have access to any assets (images, video, press release) from the production to ensure a speedy response to press queries relating to the venue, and will keep the press representative fully updated on any queries relating to their production.
- Mobius will attend the press night alongside the representative, and will work with the representative to update Park Theatre on coverage.
- Mobius, along with Park Theatre's Sales & Marketing Director, reserves the right to sign off communications relating to Park Theatre.

The following does not fall within the remit of the

Park Theatre's package; if a producer requires an extra level of support, Mobius are happy to discuss a bespoke arrangement.

- Additional meetings outside of the initial meeting
- A fuller PR campaign, such as making specific approaches, arranging exclusives, inviting diarists or photographers, sending multiple or repeated press releases
- Sharing detailed press lists, though Mobius are happy to answer specific questions

### Park Laughs, One off events or runs of less than 2 weeks

The PR support outlined here only applies to shows with a run of 2 weeks or more. There may be instances where, at the discretion of the Sales & Marketing Director, some PR activity may take place (such as inclusion in a season press release).

Please contact Mobius to discuss your specific press requirements.

# 13. Press Night Guidance

## Seating Allocations

The usual press night seating allocations per venue are as follows:

### Park200

Park Theatre guests = 30  
Press tickets = 50  
Producer = to fill the remainder

### Park90

Park Theatre guests = 10  
Press tickets = 30  
Producer = to fill the remainder

The exact capacity of P200 or P90 is dependent on your production, so please check how many tickets you have for your guests with the Head of Ticketing or Sales & Ticketing Manager based on your production's capacity before sending invites.

## Invitation and booking process

Invitations and guest lists are generally administrated separately according to each allocation by Park Theatre, the PR representative and the Production Team respectively. If you are concerned about filling your guest allocation, let us know and we may be able to help provide additional guests.

The Head of Ticketing or Sales & Ticketing Manager will ask for an up-to-date version of your press and guest list on the morning of the working day before the Press Night. Bookings in both lists should be marked A, B or C according to how good their seats need to be, along with any access requirements or other notes (eg if certain guests need to be seated together). We will then make a draft seating plan and send it to all interested parties for amendments and final approval.

Bookings will then be entered into our ticketing system. Tickets for press night will be printed for collection, either at the box office or the Press Desk, usually manned by your PR rep. We will make any amendments right up until the curtain to make sure conspicuous empty seats are minimised.

Since Park90 has unreserved seating, we only require a list of bookings for press and guests. We do not reserve seats in Park90 for press or VIPs – only for those who have specific access requirements.

## Managing the event

Either the Sales & Ticketing Manager or Head of Ticketing will help manage the smooth running of the press night with one of our box office supervisors.

A press desk will be set up close to the box office for the PR rep to welcome reviewers, hand out tickets, programmes (if provided) and drinks vouchers.

While we appreciate producer support in greeting guests, please be assured that Park Theatre's team have managed many press nights and have strong systems and processes in place for the event.

If you have any questions about guests or tickets during the course of the evening please direct them to the Sales & Ticketing Manager or Head of Ticketing who will assist. We kindly ask that producers do not step behind the box office desk – due to GDPR we cannot share any information on our box office system.

## Press Night Drinks and Party

Press drinks vouchers are paid for by Park Theatre and do not extend to guests or members of the company.

Our General Manager or Deputy General Manager can assist in organising a post-show drinks & food reception or party if you wish. Requests for catering should be given well in advance as it is not possible to complete food catering requests at short notice. Post show food and drinks are at producer expense.

Please note that Park Theatre is an open and welcoming building at all times. When there is a press night for one show it is likely there are also paying customers in the second space who are also entitled to use the bar areas during intervals and post-show. If you would like to reserve a bar area, please discuss this with the General Manager or Deputy General Manager, but note that it will not always be possible.

## Press Night Photographers

It is permitted to arrange a press night photographer to take party photos post show. If you intend to do arrival or preshow photography please discuss this with the Sales & Marketing Director first. Park Theatre is a two venue space so at any time when a press night is occurring a paying audience will be using the front of house areas. Your PR company may arrange a photographer, or you can hire one.



## 14. Sales Reports

We are able to provide you with various reports including, but not limited to, sales, customer behaviour, demographics and special offers. These are generated from our box office system, Spektrix.

### Daily Sales Report

Each morning Spektrix will automatically send you an **Event Sales Report – Instances Summary**. This will show a breakdown of sales by performance (termed as ‘instance’ on Spektrix), with some other key data, including the number and value of reservations, the average ticket price and how many comps have been issued. The totals for the run are at the bottom of the instances summary.

At the top of the report is the financial and seat capacity for the production and the percentage achieved. At the bottom is a breakdown of sales by ticket types, offers and discounts applied to tickets sold, how many seats are locked with each lock type, and an indication of the financial and seat targets (which can be supplied on the programming form).

You will also receive a **Daily Wrap Report** that shows you how your ticket sales have moved each day and how many weeks out you are from the show opening. The report will also show the ‘wrap’:

This is a ‘wrapping up’ of:

- Total weekly sales from Monday – Friday
- Total weekend sales Saturday & Sunday
- Total full week wrap, Monday – Sunday

Let the Head of Ticketing know if you would like to decrease or increase the frequency of these reports.

### Event Sales Comparison Report

This report can be set up upon request and allows you to track the sales week by week of your current production alongside the sales of your previous shows at Park Theatre.

This report can only be set up for producers who have had more than one production at Park Theatre to compare against.

### Other Reports

At your request we are able to offer you other types of standard report including:

- More detailed event sales reports
- Customer Demographic Analysis: ticket type, age, postcode
- Offer Analysis
- Agent sales report

### Bespoke Reports

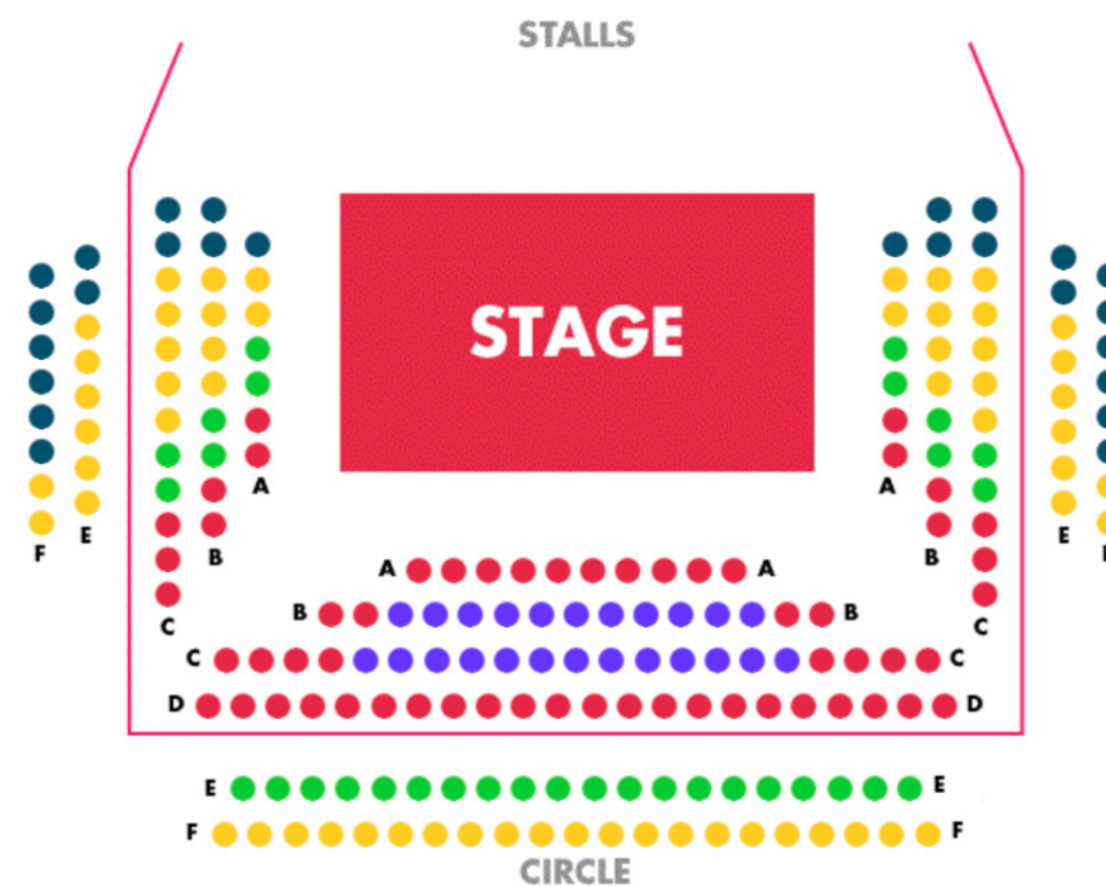
As we use Spektrix we are able to create bespoke reports. If there is a type of report/ information that you feel will be essential to the success of your show please send your request and an example of the report you would like through to the Sales & Ticketing Manager. Note that the creation of these reports is at the discretion of the Sales & Marketing team, and alternative reports may be offered as a substitute. Bespoke reports will also have to be requested via Spektrix and will take some time to complete.

## 15. Pricing and Seating Plans

Park Theatre’s pricing and seating policies are carefully designed to a) maximise revenue and b) fulfil our commitment to making the productions we present accessible to all. While we reserve the right to set the standard pricing for shows in our venue, we operate with as much flexibility as possible to fulfil both of these aims.

### PARK200

Below is the standard seating plan of P200 with current price banding as of May 2025.



## PARK200

Below is the standard seating plan of P200 with current price banding as of **May 2025**.

We operate with five price bands, A+ to D, represented by the different coloured seats on the plan. The price of each of these seating areas will vary depending on the day of the week, whether it's a preview or standard performance, and according to demand: prices will increase incrementally as the performance fills up. This policy encourages early booking, exploits the most popular performances, and helps spread bookings across the course of a run, as customers seek out the best value seats.

As of May 2025, a Park200 seat can be priced at anywhere between £15 and £57.50 based on the factors above.

For information about current pricing, price bands and dynamic pricing trigger levels, contact the Head of Ticketing.

## PARK90

Seating in Park90 is unreserved and also operates with flexible pricing.

As of May 2025, tickets will be priced at £15, £22 or £25 depending on the demand of that particular performance.

Seats in Park90 can only be reserved for those with access requirements – we do not reserve seats for press or VIPs.

## Locks and Holds

When a performance is put on sale, we make sure a number of seats are locked for various reasons.

As standard, we hold four seats for each performance for Producer guests. If we have not been informed that these will be used, they will be released for general sale at 12pm on the day of the performance, or whenever has been mutually agreed.

In Park200, Park Theatre locks off four seats for its own (two for general guests, two for development guests). These will be released for general sale in good time if they're not going to be used.

We also hold seats in both spaces to be removed in the event of a wheelchair user attending. We hold two wheelchair spaces in Park200, and one in Park90.

Seats are sometimes held for other access reasons – for example, for Captioned performances, seats which are likely to have the best view of the caption board will be held for those who need them.

## Preview locks

It is likely that previews will need more than the standard four producer seats held off sale for the creative team. Please indicate on the programming form how many seats you're likely to need – it's best to over rather than underestimate as seats can be released later if they're not going to be used.

These tickets are printed and can be collected from box office by the producer or another appointed person to distribute among your team – we do not need the name of each individual member of the creative team in attendance.

## Comps

Although it's good practice to keep the distribution of complimentary tickets to a minimum, there isn't a limit to the number of comps you can issue for your production. Comp requests should be sent to **boxoffice@parktheatre.co.uk** only by an appointed person (usually the producer or company stage manager) so we know they've been approved. We prefer that all comp requests are made in writing, and the box office team cannot action any requests made by anyone other than the appointed person.

For each booking, we need a full name and an email address so we can issue etickets. It's also useful for us to know the nature of the booking – eg a guest of a company member, an agent, a member of the press etc. Although issues are unlikely, this may help us resolve any confusion over the booking.

We can hold guest tickets for collection at the box office, but we prefer to operate with etickets wherever possible for environmental and operational reasons.

However press night tickets are held at box office and not issued as etickets to ensure maximum flexibility.

## Reservations

If you would like to hold seats for guests pending payment, this can be done in a similar way to comp requests. Payment can then be made by the guest via our telephone booking line as soon as possible – we do not hold reservations for payment on the door.

Reservations from general allocation may be made by any company member, but any reservation using house seats must be requested by the same appointed person responsible for comps – just so we know the use of house seats has been approved.

## Company rates

If you would like to instigate a special rate for company members, you can organise this with the Head of Ticketing or Sales and Ticketing Manager. We will issue a promo code to be shared among cast and company, which they can pass on to family and friends if they wish, but it must not be shared on social media.

As with all offers, limits can be imposed on the company rate – such as eligible performances or a limit on the number of tickets per performance or across the run. However these limits must be communicated clearly to the company to explain why the offer code may not work in certain circumstances.

Company reservations can be made at this rate on request.

## Concessions

As part of its standard pricing, Park Theatre offers a number of concessions for audience development purposes. These include, but are not limited to:

- Access concession\*
- Park Under 30 tickets\*
- 65+ tickets
- Child/Under 16 tickets (for family productions only)
- North London 'N Postcode' tickets
- Entertainment Unions concession
- Pay What You Can for those in receipt of Universal Credit (last minute availability only)
- Lapsed Booker Audience Development Tickets

Other than those marked by an asterisk, these concessions are only available for selected seats and performances, balancing suitability for the recipient of the concession with ensuring potential revenue is not significantly impacted.

## Building levy

For simplicity, the building levy of £1.50 per ticket is included in the prices mentioned in this section. Any total seaters or sales reporting you receive will exclude the building levy unless indicated otherwise.



# 16. Selling via Ticket Agents

Park Theatre has relationships with multiple third party ticketing agents including **Today Tix Group**, **London Theatre Direct** (who facilitate **Stagedoor**), **See Tickets** (who facilitate **Official London Theatre**) and **Ingresso** (who facilitate **Love Theatre** and **Ticketmaster**).

All tickets sold by agents are via an API (application programming interface) integration with our ticketing system, which means agents have access to all inventory rather than an allocation.

It is recommended that all Park200 shows sell via TodayTix Group (TTG), London Theatre Direct (LTD) and See Tickets. Ingresso and its outlets sell far fewer tickets than the others, but we are able to set up sales with them if requested.

It is not necessary for productions to be on sale with agents from the outset, although this can be arranged if the necessary assets can be prepared in time (see Assets section).

Unfortunately, ticket agents will usually decline to sell for Park90 shows.

## Commissions

Each agent will charge an inside commission on all tickets sold, as well as outside fees passed on to the customer, which can add as much as 20% to the ticket price.

As of May 2025, the standard inside commissions for full price tickets are 5% for LTD, See Tickets and Ingresso. TTG charge a fixed commission of £1.50 for tickets under £25 and £3 for tickets over £25.

Inside commissions are calculated minus the £1.50 building levy, so 5% inside commission on a £10 ticket would be 35p.

If your company has a standard commission arrangement with a ticket agent that you would like to apply to your Park Theatre production, please let the Head of Ticketing know at the outset.

## Why should I use ticket agents?

Selling via ticket agents expands the reach and provides additional sales channels than just selling through the venue directly and adds inexpensive exposure to the show's campaign on theatre websites or apps. Depending on the show, 15-20% of Park200 tickets are sold via agents.

Agents are also useful for setting up offers in order to stimulate sales, and these are far likelier to be accepted by the agent and quicker to set up if the show is already on sale with them at full price. Multi-show promotions such as TTG's London Theatre Week are a great opportunity to raise the profile of your show alongside other high-profile titles.

However, it should be noted that although promoted offers via agents are usually extremely effective, they come at a cost: the tickets would need to be heavily discounted in order to stand out in a crowded market, and the agent will take an increased inside commission on discounted tickets – anywhere between 10% and 20%.

## Assets

In order to go on sale with an agent, they will require a production notification, which is prepared by Park Theatre, and a number of resized images with Park Theatre branding, which it is the responsibility of the production's marketing team to produce.

Each agent requires a number of versions of the marketing image with various specifications, often requiring a different set for each outlet they facilitate, usually between 15 and 20 different sizes. If you would like to sell via agents, you should allow for the time and expense for these images to be produced. Park Theatre's Sales and Marketing team can provide you with an up-to-date list of each agent's requirements.

## Settlements & Reconciliation

Park Theatre invoices agents on the first of the month for the previous month's sales, regardless of whether the performances have matured. The venue takes responsibility for retrieving payment from the agents, and the revenue will be passed on at settlement. Any queries about reconciliation must be raised with the Head of Ticketing or Finance Director directly, rather than with the agent.

PARK  
200

PARK  
90

# Booking Tickets

## Online

Tickets can be booked online at any time.

Please visit [parktheatre.co.uk](http://parktheatre.co.uk)

## By Phone

Via telephone on 020 7870 6876

Telephone box office opening hours are:

Mon-Fri 10.00 – 18.00

Sat 12.00 – 18.00

Sun Closed

A telephone booking fee of £3 per transaction applies.

Please bear in mind there may be a wait during peak times.

## In Person

The theatre Box Office opening hours are:

Mon-Fri 10.00 – 20.00

Sat 12.00 – 20.00

Sun Closed

## Follow Us

@   ParkTheatreLondon

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