



GLADSTONE ENTERTAINMENT CONVENTION CENTRE



MARKETING

SERVICES



A community cultural initiative of the Gladstone Regional Council

WELCOME TO

Gladstone Entertainment Convention Centre

As a valued presenter at our venue we are delighted to offer our marketing services to your event and help you connect with the right audience.

Located in the Gladstone CBD, the GECC is the centre point of the city's entertainment precinct.

Our team of marketing and event experts can take promotion of your event to the next level by driving and/or supporting your campaign in the Gladstone market.

We encourage you to consider all options outlined in this document (subject to availability) so we can support you to make your event every success!

Our Event Coordinator and Marketing team work closely together and would be happy to provide additional advice and tailored plans where required.

For further details, please contact our GECC Marketing team on 07 4972 2822.

“The best marketing strategies come from a strong understanding of the local market - so let us build you

BESPOKE

CAMPAIGNS

to achieve optimal results”

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Essential Content Overview

Please provide all essential content for your event as soon as possible or at least 10 days prior to any event announcement / pre sale or on sale date.

- Hero Image (No Text) .jpg format
- Event Statement (Approx. 100 Words)
- Hero Statement / Quote (1 Sentence)
- Variety of Social Media images/videos

If printing Marketing Collateral, ensure the correct ticketing information is included:

Gladstone Entertainment Convention Centre
www.gladstoneentertainment.com
Box Office 07 4972 2822

Every ticketed event will receive:

- A dedicated event page on our website
- A Facebook Event (or will accept Co-Host Invite)
- An on sale EDM
- DL Flyers, A3 Posters and Season Brochures provided by you will be displayed in the venue
- Use of the 2 LED screens and Internal Digital Screens

Please deliver all print collateral to:

Gladstone Entertainment
Convention Centre
Att: Marketing
56 Goondoon Street
Gladstone Q 4680



DIGITAL

Facebook

We use Facebook to showcase our brand and programming with engaging and informative content, always user-centric.

We love to share video content as its' more engaging to our followers, however a variety of eye catching still images can be just as effective.

Facebook Content Plan

- Total Investment: \$300 (2 Weeks) \$450 (4 Weeks)
- GECC will provide Content plan
- A minimum of 2 posts per week
- Complete management of Facebook schedule

Extras

Facebook Cover Image on GECC Facebook page \$200 (4 weeks)
 Facebook Spend (boosted post) minimum spend \$50

Electronic Direct Mail (EDM)

Connect to a full database of over 6,000 patrons or to specified audience segments.

- On Sale EDM (complimentary) when ticketed through GECC
- E'Blast to all Patrons \$350
- Inclusions in monthly "What's On Newsletter" \$200



@ Gladstone Entertainment
 Convention Centre

8000+
 Followers



@ liveatgecc

Digital Screens

Why use Digital Screens for your advertising?

Effective Display

LED Screens are the most effective outdoor advertising medium with full colour high impact and engaging digital displays.

Versatility

Can play both muted vision and still slides. Flexibility to advertise multiple versions and content can change quickly as required.

Eye Catching

Large digital displays located in Gladstone CBD Goondoon Street, situated in front of the busy Lightbox Espresso and Wine Bar and Gladstone Library, these screens are subject to a high level of foot and road traffic, with 24/7 exposure.

GECC offers
the use of
2 external
Digital Screens
and
10 Internal
Digital Screens

LED Screen and Internal Digital Screen

External Business Advertising: Use of External Screens

Event Advertising: Use of Internal and External Screens

Prices per month	Per event	1 Month	3 Months	6 Months	12 Months
LED Screen - Still Image		\$320	\$288	\$272	\$256
LED Screen - Vision (Muted)		\$400	\$370	\$350	\$300
Internal Digital Screens	\$50	\$200			





PRINT

Type	Qty Available	Location within Venue	Price (each)
Corflute Pylon Wrap	4	Venue Courtyard	\$ 300
Single Door Decal	2	Venue	\$ 700
Double Door Decal	2	Venue	\$ 850
Hanging Banner	3	Merchandise Desk	\$ 200
A0 Poster	5	Bathroom and Venue Walls	\$ 100
A-Frame Corflute	18	CBD Goondoon Street	\$ 40

**Space and installation times subject to availability

** Erection based on maximum 4 months

Other Services

Print and erection of Corflutes to high traffic areas around the Gladstone Region

\$50ea

DL Seat Drop

\$120 per event



Print Specs

When providing documents for GECC to coordinate print please ensure:

- File Type: Press quality PDF
- Bleed: Minimum 5mm
- Safe zones: See individual templates
- Colourspace: CMYK Only
- Fonts are to be converted to outlines
- Transparencies are to be flattened
- Files should be provided at 100% scale where possible
- Images used should be a minimum of 150dpi to scale

Type	Size
LED Screen and Internal Digital Screens	1920px x 1080px
Facebook Content	176px x 176px
Facebook Cover Photo	820px x 360px
GECC Website Event Image (No text on image)	828px x 315px
GECC Scrolling Banner (No text on image)	1920mm (w) x 500mm (h)
Corflute Pylon Wrap	830mm (w) x 1800mm (h)
Door Decal	775mm (w) x 2280mm (h)
Hanging Banner	1000mm (w) x 1300mm (h)
AO Poster	841mm (w) x 1189mm (h)
A-Frame Corflute	600mm (w) x 900mm (h)



Media Contacts

PRINT

Gladstone News

Free fortnightly publication delivered to 500+ hotspots across the region.

Jane Katsanevas

Email: sales@gladstonenews.com.au

Phone: 0447 110 871

The Observer

Daily newspaper available for purchase across the region

Maddison Francisco

Email: Maddison.Francisco@gladstoneobserver.com.au

Phone: 07 4970 3058

TELEVISION

9 Network

Mitch Harris

Email: Mitch.Harris@sca.com.au

Phone: 07 4899 2727

7 Network

Linda Bailey

Email: lbailey@seven.com.au

Phone: 07 4973 4076

RADIO

Hit Fm + Triple M

Mitch Harris

Email: Mitch.Harris@sca.com.au

Phone: 07 4899 2727

Kyra Bell

Email: kyra.bell@sca.com.au

Phone: 07 4899 2723

4CC + 4Ro & KIX COUNTRY

Helena Sant

Email: helena.sant@4cc.com.au

Phone: 0400 964 366

Subject to change. Correct as at 29 January, 2020



GLADSTONE
ENTERTAINMENT
CONVENTION CENTRE

Let us help you achieve your sales target!

If assistance is needed with buying TV, Radio or Press, we can help manage this for you.

We charge 12% of total spend to manage all aspects of the buy.

Please contact our Marketing team to talk about options.



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FOLLOW US YOUR WAY

Box Office (07) 4972 2822
www.gladstoneentertainment.com
56 Goondoon Street, Gladstone Qld 4680

