

**PALM BEACH COMMUNITY COLLEGE - EISSEY CAMPUS THEATRE
MARKETING INFORMATION**

*If you would like us to help you promote your event, please fill out this form and return it by deadline listed in your contract.
We ask that you do not start promoting your event until your contract is signed and
that you review page five of the Usage Policy on Publicity and Promotion.*

**Return to: Eissey Campus Theatre, PBCC, 3160 PGA Blvd, Palm Bch Gardens, FL 33410
OR Fax to (561) 207-5904 OR e-mail information to denholm@pbcc.edu**

MARKETING TOOLS:

CALENDAR OF EVENTS: Every two months from October - May a Calendar of Events is printed, mailed to the theatre's mailing list (about 2500), distributed in bulk to 30+ locations in North Palm Beach County, distributed on campus to faculty, employees and students and sent to the local media. The June - September calendar is distributed only at the theatre. All events that submit information will be listed, however, length of each listing depends on available space in the calendar.

WEBSITE: Your event is listed on our website www.pbcc.edu/eisseycampustheatre under Calendar of Events.

FLYERS: We will distribute flyers, provided by you, at our information counter in the theatre lobby.

MAILING LABELS: You may purchase a set of mailing labels of the theatre's patrons for \$50. Arrangements can be made, after signing your contract, by calling the Ticket Office at (561) 207-5900.

FUNCTION TO BE LISTED IN THE CALENDAR OF EVENTS AS FOLLOWS:

Organization: _____

Name of event: _____

Description of Event _____
(this will be used on our website but may or may not be used in the calendar depending on space)

Date(s): _____

Perf. times(s): _____

Tickets Prices: _____

Phone number to call
to purchase tickets: _____

Website: _____

Can tickets be purchased on your website? ____ yes ____ no

Is there a physical location people can go to purchase tickets? ____ yes ____ no

If yes...Location _____

Days and Hours of Operation _____

Contact name for press _____

Contact phone for press _____

Date we may begin promoting your event: _____

EISSEY CAMPUS THEATRE CALENDAR COPY DEADLINES – 2007/08

The Marketing Information form attached must be submitted to the theatre office by 4 p.m. on the deadline day listed below.

Fax Number: (561) 207-5904 or e-mail denholmn@pbcc.edu

If it is not received ...your event will not be included.

CALENDAR

COPY DEADLINE

(for Marketing Information Form)

October-November

August 10

December - January

October 5

February - March

November 20

April - May

February 1

June - September

April 18

(calendar distributed at theatre only for June-Sept)