|  |
| --- |
| BATHURST MEMORIAL ENTERTAINMENT CENTREevent marketing INFORMATION |

Please complete the sections below to select the marketing options you would like for your event.

To initiate any marketing, a signed venue hire agreement and deposit payment is required.

Please return the completed form to [bmec@bathurst.nsw.gov.au](mailto:bmec@bathurst.nsw.gov.au)

|  |
| --- |
| **Your Name:** Click or tap here to enter text. |
| **Your Company:** Click or tap here to enter text. |
| **Event Name:** Click or tap here to enter text. |
| **Event Date:**  Click or tap here to enter text. |

|  |
| --- |
| ***BMEC Advertising - standard included with venue hire***  **What’s On** - This is produced for electronic and hard copy distribution every month to all outlying areas and the Bathurst CBD, as well as to our BMEC database. This covers 2 months of activity  **Radio** – BMEC has 2 **what’s on** segments each week. Shows on within this period will be talked about.  **IMAGE SIZES REQUIRED FOR INTERNAL MARKETING**  For BMEC Website **What’s On** Page - 1900Wx 900H pixels  Social Media – 1080W x 1080H pixels  Electronic Direct Mail (EDM) – 500W x 500H pixels  Video – Due to file size limitations, please provide a You Tube or Vimeo link. |

|  |
| --- |
| ***Additional Marketing provided by BMEC that will incur costs based on the 2025/2026 Fees and Charges for BMEC***  **Coming Attractions Board – A0 Size Poster**  Please select options  Option 1.  Hirer to provide printed A0 poster. Display only **$75.00**  Option 2.  Hirer to provide poster electronically (pdf) for BMEC to print and display. **$175.00**. Hirer to provide all artwork in large format (our poster is 841mm x 1188mm) or eps files.  **BMEC Foyer Monitors** (**$75.00 per duration**)  Yes  No  Your event will appear on the monitors around the venue as part of scrolling information.  This will go live once the event is on sale and will consist of image and event information only.  ***Events / shows will not appear on the screens unless requested.***  **Domestic Mailbox Drop** – We can arrange for your printed material to go to specific target area of Bathurst or to all areas. Price is determined on volume of DL’s and a quote will be provided on request following further discussion.  **EDM** – BMEC produces one EDM every fortnight and includes all events 6-7 weeks out from events Do you want to be included in this marketing option?  Yes No  **Dedicated EDM** – BMEC try to limit dedicated EDM's to keep the flow of contact from us to a reasonable level. We can on occasion accommodate this. Would you like to ask about a dedicated EDM?  Yes  No  **Social Media** - BMEC will contribute 1 Facebook post. Additional social media can be organized with BMEC with the fee being cost price, plus a 25% commission. Would you like to enquire about these options?  Yes  No  **Poster Delivery**  Poster delivery to the Bathurst CBD can be arranged at a per hour cost, plus a 25% commission.  Sizes A4 x 60 / A3 x 20 / A2 x 1 only / DL from 1,000 up  ***External Advertising – Here’s some places to contact to assist with your marketing plan.***  **Radio**  **Bathurst Broadcasters – 02 6331 7777**  B-Rock FM Bathurst - brockfm.com.au  2bs FM Bathurst - 2bs.com.au  **Midwest Radio Network 02 6352 2900**  Move FM Lithgow – movefm.com.au  2lt Lithgow - 2lt.com.au  **ABC Radio**  ABC Radio Central West - www.abc.net.au/centralwest  **Print**  Western Advocate Bathurst - westernadvocate.com.au  Village Voice Central West - villagevoice.net.au  **TVC**  Prime 7 Central West (Orange) - prtcompany.com.au/advertising-sales |

**Merchandise / Programs**

Will there be merchandise or programs sold on the night of the event  Yes  No

A 10% commission is applicable for any merchandise sold in the venue

Any special promotions through external websites eg Fan Clubs  Yes  No

**Is there anything else you need in terms of promotion or marketing?**

|  |
| --- |
| Click or tap here to enter text. |

|  |  |
| --- | --- |
| **Signature:** |  |
| **Date:** | Click or tap here to enter text. |

|  |
| --- |
| ***The information on this form is being collected to allow Council to process your application and/or carry out its statutory obligations. All information collected will be held by Council and will only be used for the purpose for which it was collected. An individual may view their personal information and may correct any errors.*** |