



Appendix D: Marketing and Support

Website and Brochure

All productions at BOAT are guaranteed inclusion in BOAT's season brochure (35,000 printed annually and distributed around Sussex) and BOAT's website. This is subject to BOAT receiving satisfactory copy and images by the contracted deadline.

BOAT requires the following from all Visiting Companies:

For Digital Use

Square Image 1000 pixels x 1000 pixels
Landscape Image 1500 pixels (w) x 1000 pixels (h)
250 words of copy

For Printed Use

Landscape Image 59.5mm (w) x 36mm (h) 300dpi
Portrait Image 59.5mm (w) x 90mm (h) 300dpi
60 words of copy
90 words of copy

Please do not include any logos or text, including the show title, within the design of the images. Titles, company credit and all show information will be listed alongside the image on the BOAT website and in the season brochure.

BOAT reserves the right to request new images or copy if what has been provided does not meet the theatre's standards.

Posters, Flyers and Vinyl Banners

BOAT encourages all Visiting Companies to have posters and flyers for their production. Vinyl Banners are also encouraged for productions with more than one performance. All printed material must use BOAT's branding banner. Failure to include the branding banner will result in the printed material not being displayed or distributed.

Visiting Companies must send a digital copy of their poster, flyer and/or vinyl banner image to BOAT management. BOAT will then apply the branding banner, complete with the Visiting Companies specific dates, times and prices, and return it to the Visiting Company for approval. It is the Visiting Company's responsibility to cover the cost of print and postage.

BOAT requires a maximum of:



- One A1 poster
- 500 A5 flyers, double sided, 200gsm or higher
- One vinyl banner 1830mm (w) x 760mm (h)

Please ensure that adequate space is left at the bottom of the image for the branding banner. Please do not include dates, times or prices within the design of the image as this information will be included in the branding banner.

Examples of posters, flyers and vinyl banners including the branding banner can be found in the Additional Documents folder. Before posting any material to BOAT, Visiting Companies must ensure they have confirmed the delivery address with BOAT management. The theatre itself cannot receive post and therefore all material must be delivered to a residential address.

BOAT is not obliged to display or distribute any printed material if what has been provided does not meet the theatre's standards.

Social Media and Newsletters

Visiting Companies must provide BOAT with social media handles for the company and any creatives involved.

BOAT will endeavour to offer the Visiting Company adequate coverage on its social media platforms (Facebook, Twitter and Instagram – combined following of 17,500) with increased attention as the performance dates approach. BOAT will also guarantee the Visiting Company inclusion in at least one Newsletter (9,000 subscribers) which are sent fortnightly during the season.

Please tag BOAT in any social media posts related to performing here. BOAT's social media handles are:

Facebook: BrightonOpenAirTheatre

Twitter: BOATheatre

Instagram: brightonopenairtheatre

On any additional marketing and promotion, please direct all customers to www.brightonopenairtheatre.co.uk to purchase tickets.