

The Cromer Pier Pavilion Theatre Marketing Guide

This document outlines what marketing activity is included in your contract, as well as any print and digital requirements. **This guide also explains what marketing we can offer at an additional charge**, clearly highlighted within this document.

Your Box Office & Marketing Contacts

Please email both, please send any artwork to Naomi for approval.

Box Office Sales Manager: Naomi Bushell – nbushell@cromerpier.co.uk

Naomi will be your initial contact at Cromer Pier, loading the show and providing you with your sales details.

Marketing Contact: marketing@cromerpier.co.uk

Primary marketing contact for social media and newsletter platforms for Cromer Pier. This includes any additional charges you might request.

Print Requirements

Please send the following print quantities to Naomi Bushell, Box Office, Cromer Pier, Cromer, NR27 9HE:

- A1 Poster (portrait) x2
- A2 Poster (portrait) x6
- A5 Flyers (portrait) **x250 maximum**

We recommend that all posters and flyers are overprinted with our logo, show date and time.

Overprint Details:

- Website: cromerpier.co.uk
- Box Office: 01263 512495
- **Download our logo here:**
<https://www.dropbox.com/scl/fo/ct0h2ls32n0rg3dppgxrh/h?rlkey=jima8ck189vi3i388xvob5uca&dl=0>
- Please list the venue as Cromer Pier or Pavilion Theatre, Cromer Pier

Any excess A5 flyers and posters will be recycled locally.

Please note that pop up banners are not accepted at Cromer Pier.

All print material is displayed subject to date in the Box Office, Pavilion Bar and entrance of the Pavilion Theatre. Additionally, our ushers hand out What's On flyers at the end of each show that will feature your show.

Online & Digital Requirements

Digital Poster

This should be a digital version of your production posters or flyers provided in the Print Requirements section of this guide.

- If Applicable - Production Trailer **max 15 seconds**: 1920x108. This will appear on an additional screen in the Pavilion Bar, in the Box Office and on a large screen at the front of the pier, all high traffic areas.

POS Screen (located in the Pavilion Bar): 1920x1080px. This should be the official poster image for your production

Copy requirements

Please provide full written copy for our website.

Social Media

- Images - Facebook and Instagram 1:1 and 9:16 ratios
- Videos - Facebook and Instagram 1:1 and 9:16 ratios no more than **15 seconds max in length**
- Please provide quality web friendly production shots.

Please see below our social media handles, tag us where possible and we will aim to reshare content:

- Facebook: [@thecromerpier](#)
- Instagram: [@thecromerpier](#)

We post regularly on our social media, and will aim to add your production to our organic social media schedule, **however to guarantee maximum exposure we recommend running paid adverts.**

For each production, we set up a Facebook Event for audiences to get involved with. If you wish to set up your own event, we will happily accept shared ownership if this request is sent through Facebook.

What's On Campaign

We produce a What's On print campaign to coincide with our summer and Christmas campaigns. This campaign includes multiple foamex boards around the pier in all high traffic areas, flyers, on the Cromer Pier promenade and within The Cromer Pier Show/The Cromer Pier Christmas Show programme. Your production will be included on all print material.

Weekly Newsletter

We send a weekly newsletter every Sunday to over 25,000 subscribers. Your production will be included in various newsletters, either using the poster provided or production shots.

Unfortunately, we are unable to send solus emails.

Online Listings

Your production information will be submitted to our 3rd party suppliers to be listed on their events pages and what's on listings. This includes Visit North Norfolk, Visit East of England and Visit Norfolk. We then also post on Google Business which is a great push for searchability and SEO.

Poppyland Radio

Cromer Pier is a proud sponsor of Poppyland Radio, the local radio station here in Cromer. Poppyland Community Radio is an award-winning radio station run by a dedicated team of volunteers bringing quality music, interviews, entertainment and special interest shows made by local people, featuring local people and for local people.

We appear on the Mardle show each month and will talk about the upcoming shows for that month

If you'd like to promote your production on Poppyland Radio, head over to [Events | Poppyland Radio](#), click on Get in Touch and fill in the form. The team at Poppyland Radio will be in contact to organise promoting your production. The team will also be happy to arrange an interview, free of charge.

Press

If you are looking to promote your production to local press, we would recommend contacting the following for interviews or paid advertisement:

- [Poppyland Radio](#) – Local radio station, great for reaching the Cromer community.
- [Cromer Times](#) – Free monthly publication covering Cromer, Mundesley, the Runtons and surrounding villages in association with the North Walsham Times, the Sheringham Independent and the Holt Chronicle. 6000 copies are distributed through letterboxes of homes and businesses as well as the Tourist Office and Cromer Library.
- [BBC Radio Norfolk](#) – BBC Radio Norfolk is the BBC's local radio station covering the county of Norfolk. It broadcasts a mix of local news, information, debate and entertainment, reflecting life in the county of Norfolk.
- [Crab Tales](#) – Free, full colour A4 magazine published every fortnight that promotes local businesses, gives a voice to local charities & organisations and to report local news in the community.

- [Just Regional](#) – Free magazine with over 50,000 copies delivered across Norwich and Norfolk, every four weeks. We would recommend Just Cromer to reach the local community, Just Holt as a large portion of our audiences travel from Holt and Just Sprowston as this catches the larger city of Norwich.

Paid adverts [outside of contra]

Paid ads can be run from Cromer Pier. If you are looking for a boost in ticket sales, we would highly recommend this option. If you are interested in running a paid ad, please let us know your budget and timescale, targeting information. *We require 5 working days to schedule paid ads, so highly recommend you factoring it early into your marketing plans.*

*****Please provide 15 second video in 1:1 and 9:16 ratios for the creative for optimal performance *****

There is a **minimum £200 media spend plus a 10% admin charge per campaign creative.**

Event Revenue Report

Weekly event revenue reports are sent on Mondays, Naomi will coordinate this for you and provide login information allowing you to access the figures at any time. If you have any issues, please contact nbushell@cromerpier.co.uk

Please note that these reports are automated, so ensure to check your spam/junk folders and let us know if you have any issues.

Please contact either Naomi or James if you would like to discuss any of the above or book in additional marketing activity.

The full cost of any additional paid for marketing activity provided by Cromer Pier at your request will be contra'd from your final settlement.

All information and pricing in this document is subject to change at Cromer Pier's discretion.