

The Lantern Theatre

marketing guide

makes one little room an everywhere



Welcome!

We're excited to welcome you to the Lantern Theatre!

Whether you're new to Brighton or a long-time Fringe-performer, marketing your show can be one of the most important elements of a successful run and we want to help!

We've put together this guide to let you know what we do for you as a venue, what we need from you as a production, and also to share some additional optional marketing opportunities that you can be involved in.

We also strongly recommend that you research local audiences and have a clear marketing strategy for your show. Brighton Fringe's website is a great resource for advice on marketing your show locally, and we can also provide a list of local publications and reviewers if you need.

Get in touch if you have any questions!

The Lantern Theatre Team

MARKETING: WHAT WE DO FOR YOU

WEBSITE

We will create a dedicated page on The Lantern website where we will post your show image, show copy, and TicketSource link. We can also add bios, pictures, reviews, and embed trailers if you send these to us.

BOX OFFICE

Unless other arrangements have been made, we will run your box office, and deal with everything involved with that.

LISTINGS

Events listed on our site are usually picked up by The List and Data Thistle. Other listing websites may also scrape the data from Google and have some of the events appear on their sites but, in addition, we would recommend that you add your show to the following listings sites:

- Visit Brighton
- What's On Brighton
- The Argus
- What's On In Brighton and Hove
- XYZ Brighton

We encourage you to look for more specialist sites or publications appropriate to your show and list with them also.

MARKETING: WHAT WE DO FOR YOU

SOCIAL MEDIA

We will post on our Twitter, Facebook, and Instagram about your show.

The first post will be a "Now on Sale" post and will feature your main show image or poster.

We will also include you in a "What's On...[Month]" post if your show has been confirmed with enough notice. These posts go live in the first week of each month.

After that, we will create other posts in the build-up to your show. Please send a variety of images and videos that we can use, including for example: rehearsal photos, production shots, behind the scenes interviews.

We will also try to share as many of your social media posts as we can - please try to keep these varied and tag us in them.

We will try to share press coverage for your show, so please tag us in any and/or email them to us.

Please be sure to follow our Lantern Theatre Brighton social media pages and send us your production's social media so that we can tag you in posts - our handles are:

Instagram: lanterntheatrebrighton

Facebook: Lantern Theatre Brighton

X (formerly Twitter): @lanterntheatreb

We recommend that you create and run your own social media campaign as this has proven a very effective marketing tool for visiting shows. You can run this yourself or hire a professional. If you require additional social media marketing support beyond our standard offer contact us for availability and rates.

MARKETING: PRINTED MATERIALS

Be aware that Brighton and Hove Council is strict on paper waste and so flyering and postering opportunities can be limited, especially during Fringe.

WE NEED:

- 3-5 posters - minimum size A3
- No more than 200 flyers (A5/A6)

Please send these to us as soon as possible.



THE LAST [DIFFERENT THEATRE]



LABYRINTH [BLANK PRODUCTIONS]



HANDBAG [ACT BRIGHTON]



MARIE LLOYD STOLE MY LIFE
[BLUEFIRE THEATRE COMPANY]

<http://lanterntheatrebrighton.co.uk/>

Twitter: @lanterntheatreb

Facebook: Lantern Theatre Brighton

Instagram: @lanterntheatrebrighton

MARKETING: OTHER OPPORTUNITIES

LANTERN BROCHURE

We now produce a brochure to share our programming for each season. This includes all confirmed listings at date of publication, and there is also an option to purchase an additional advert for your show in the brochure. Deadlines and fees for additional advertising will be sent out prior to each season.

Brochure Artwork: Please supply all artwork in a high quality graphic format such as: PSD, PDF, JPEG, TIFF
Artwork created in Adobe Photoshop should be created at 300dpi and CMYK

Quarter Page A7 Portrait (74 mm x 105 mm)
Half Page A6 Landscape (105 x 149 mm)
Full Page A5 Portrait (148 x 210 mm)

We can size down in proportion so A5 artwork portrait can be resized as A7 portrait but will need to be legible at that size.

ARTIST SPOTLIGHT

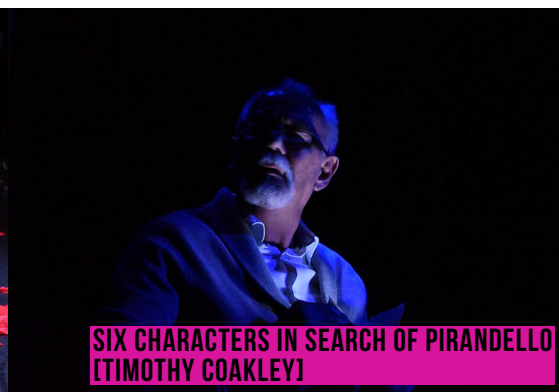
We run an "Artist Spotlight" series on our social media. This is an email interview profiling an artist in your company so that audiences can learn more about you and your work. This is a free opportunity; however please let us know ASAP so that we can send you the questions. Examples from this year's Brighton Fringe can be viewed on our social media.



GENEVA CONVENTION [BLANK PRODUCTIONS]



THE WAITING ROOM [MOON KIM THEATRE COMPANY]



SIX CHARACTERS IN SEARCH OF PIRANDELLO [TIMOTHY COAKLEY]

REHEARSAL STUDIOS

Available for hire. Both studios are in the same building as our theatre, at 77 St James' Street.

DANCE STUDIO

A large, light and airy space. Sprung floor, fans and mirrors



GRANIA DEAN STUDIO

A large, light and airy space with fans.



CONTACTS - MEET THE TEAM



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DANIEL FINLAY

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ERIN BURBRIDGE

Theatre Technician



CATIE RIDEWOOD

Social Media Manager
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AL PENFOLD

Bar Manager

LANTERN GENERAL INBOX

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