



GECC

GLADSTONE ENTERTAINMENT
CONVENTION CENTRE

Connect. Create. Celebrate.

WELCOME TO GLADSTONE ENTERTAINMENT CONVENTION CENTRE

**MARKETING
SERVICES**



Welcome to Central Queensland's Premium Business and Entertainment Venue

**Providing the perfect space for collaboration,
celebration, learning and innovation.**

**Gladstone Entertainment Convention Centre is Central
Queensland's only fully integrated convention and
entertainment centre.**

Sometimes all you need is a little helping hand – cue our experts.

Our team of marketing and event experts can take promotion of your event to the next level by driving and supporting your campaign in the Gladstone market.

Nothing drives strong ticket sales like marketing that connects with the right audience. Our experienced team combines marketing proficiency with genuine local knowledge to create carefully tailored campaigns that target your ideal demographic, build awareness around your event and boost ticket sales.

We specialise in all things digital and traditional advertising, including venue signage, social media, EDMs and more!

**The best marketing strategies come
from a strong understanding of the local
market - so let us build you BESPOKE
CAMPAIGNS to achieve optimal results.**



ESSENTIAL CONTENT OVERVIEW

Please provide all essential content for your event as soon as possible or at least 10 days prior to any event announcement / pre sale or on sale date.

- Hero image (no text) .jpg format
- Event statement (approx. 100 words)
- Hero statement / quote (1 sentence)
- Variety of social media images/videos

If printing Marketing Collateral, ensure the correct ticketing information is included:

Gladstone Entertainment Convention Centre
www.gladstoneentertainment.com
Box Office 07 4972 2822

Every ticketed event will receive:

- A dedicated event page on our website
- A Facebook Event (or will accept Co-Host Invite)
- Inclusion in venue 'What's On' poster (subject to on sale date)
- Venue distribution of DL flyer's
- A3 poster distribution throughout venue. Print ready artwork to be emailed
- Use of the two LED screens and Internal Digital Screens
- Inclusion in our seasonal events guide (subject to on sale date)



Please deliver all print collateral to:

Gladstone Entertainment Convention Centre
Att: Marketing
56 Goondoon Street
Gladstone Qld 4680





DIGITAL

Social Media

Let's get social...

Join the conversation with useful and enjoyable real-time engagement. We use a combination of Facebook and Instagram marketing to showcase our brand and programming.

Social Media Content Plan

Let's Get Social - Bronze Package \$400

Inclusions:

- 2 posts per week for 2 weeks. Posts will be shared to both the GECC Facebook page and the shows Facebook event
- GECC to provide content plan for approval
- Complete management of scheduling.

Let's Get Social - Silver Package \$500

Inclusions:

- 2 posts per week for 4 weeks. Posts will be shared to both the GECC Facebook page and the shows Facebook event
- Up to 2 stories shared on Facebook and Instagram.
- GECC to provide content plan for approval.
- Complete management of scheduling.

Let's Get Social - Gold Package \$600

Inclusions:

- 2 posts per week for 2 weeks. Posts will be shared to GECC's Facebook, Instagram page and the event page.
- Up to 4 stories shared on Facebook and Instagram
- GECC to provide content plan for approval,
- Complete management of scheduling.

*Campaign artwork and imagery to be supplied by the client.

Extras

Facebook cover image on GECC Facebook page (max 4 weeks) \$210

Facebook sponsored post (minimum spend \$50) cost + 12%



@ Gladstone Entertainment Convention Centre

10,000+ Followers

@ liveatgecc



Digital Screens

Why use Digital Screens for your advertising?

Effective Display

LED Screens are the most effective outdoor advertising medium with full colour high impact and engaging digital displays.

Versatility

Can play both muted vision and still slides. Flexibility to advertise multiple versions and content can change quickly as required.

Eye Catching

Large digital displays located in Gladstone CBD Goondoon Street, situated in front of the busy Lightbox Espresso and Wine Bar and Gladstone City Library, these screens are subject to a high level of foot and road traffic, with 24/7 exposure.

Electronic Direct Mail (EDM)

We create highly effective email campaigns to drive more engagement, leads and sales to your event. Connect to a full database of more than 6,000+ patrons or to a specified audience segment.

- E'Blast to all Patrons \$370
- Targeted EDM \$370

LED Screen and Internal Digital Screen

External Business Advertising:

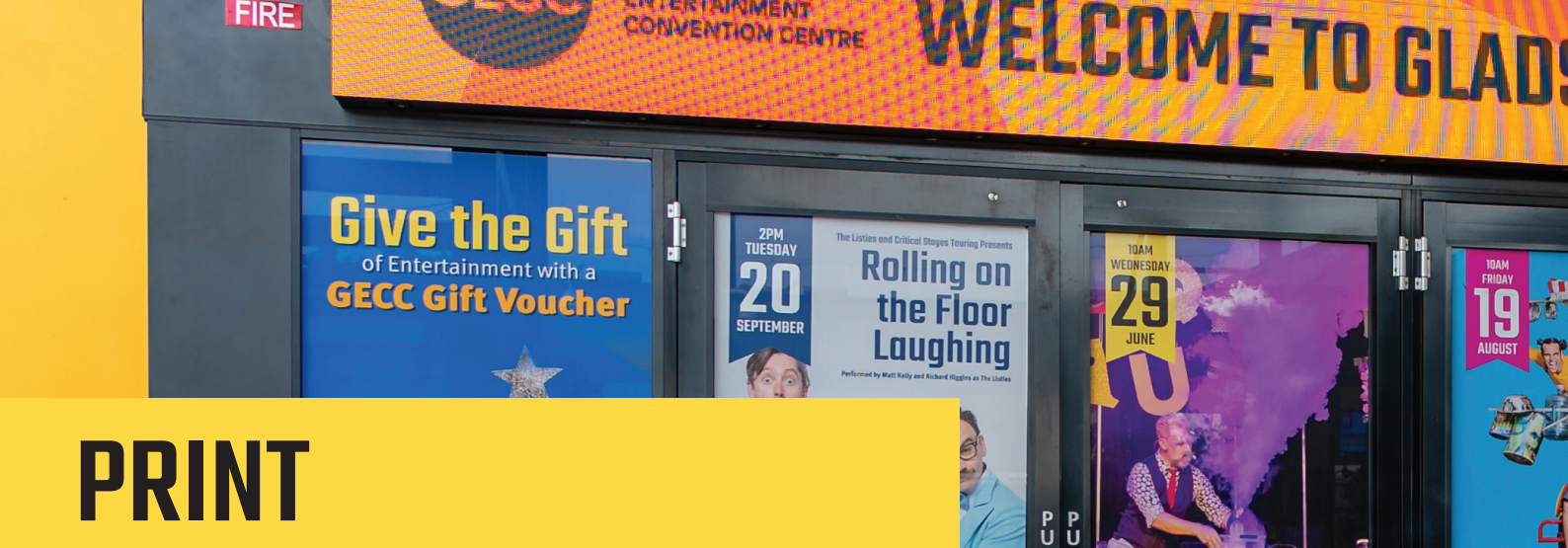
Use of External Digital Screens

Event Advertising:

Use of Internal and External Digital Screens

Prices per month	1 Month	3 Months	6 Months	12 Months
LED Screen - Still Image	\$336	\$302	\$286	\$269
LED Screen - Vision (Muted)*	\$420	\$388	\$368	\$315
Internal Digital Screens	\$210			

*Vision LED Screens to be a maximum of 15 seconds in duration.



PRINT

Type	Location within Venue	Price (each)
Single Door Decal	Venue	\$735
Hero Entrance Decal	Venue Entry	\$POA*
External Window Decal	Venue Courtyard	\$POA*
Hanging Banner	Merchandise Desk	\$210
Ao Poster	Venue Walls	\$150
Corflute Pylon Wrap	Venue Courtyard	\$310
A-Frame Corflute	Venue Courtyard	\$40

Space and installation times are subject to availability. Pricing is based on a maximum of four months.
 * Price on application + 12%

Other Services

Corflute distribution \$815
 This includes the print and installation of up to 8 (900x600) corflutes to high traffic areas in the Gladstone Region. Artwork is to be supplied print ready.

Space and installation times are subject to availability.
 Pricing is based on a maximum of four months.

D/L seat drop \$125 per event

Print Specs

When providing documents for GECC to coordinate print please ensure:

- File Type - Press quality PDF with crop marks
- Minimum 5mm Bleed
- Colourspace CMYK Only
- Fonts converted to outlines
- Transparencies flattened
- Files to be provided at 100% scale
- Images used should be a minimum of 150dpi at scale
- See individual templates for Safe zones

Type	Size
LED Screens and Internal Digital Screens	1920px (w) x 1080px (h)
Single Door Decal	Template supplied on request
Hero Entrance Decal	Template supplied on request
External Window Decal	Template supplied on request
Hanging Banner	1000mm (w) x 1300mm (h)
AO Poster	841mm (w) x 1189mm (h)
Corflute Pylon Wrap	Template supplied on request
A-Frame Corflute	600mm (w) x 900mm (h)



MEDIA CONTACTS

Media Production

Elevate Media

Ashleigh Kvitko

Email: marketing@elevate.net.au

Phone: 07 4972 7648

Cooper McKenzie Marketing

Natalie Cooper

Email: nat@coopermckenzie.com.au

Phone: 1300 305 295

Radio

Hit FM & Triple M

Kelly Boase

Email: kelly.boase@sca.com.au

Phone: 07 4899 2721

4CC + 4Ro & KIX COUNTRY

Barry Hamilton

Email: BarryHamilton@arn.com.au

Phone: 07 4972 2700 or 0422 563 661

Television

9 and 10 Network

Matthew Cox

Email: Matthew.Cox@sca.com.au

Phone: 07 4923 5312

7 Network

Wendy Houston

Email: whouston@seven.com.au

Phone: 0439 762 109

News

Gladstone News

Ashleigh Kvitko

Email: news@gladstonenews.com.au

Phone: 07 4972 7648

CQ Today and Gladstone Today

Cheryl Altouvas

Email: cheryl.altouvas@todaygladstone.com.au

Phone: 0425 600 098

Subject to change. Correct as at 1 July, 2023





BOOK NOW BOOK NOW BOOK NOW

7.30PM
SATURDAY
7 MAY

THE ULTIMATE COMEDY ROAD



GLADSTONE ENTERTAINMENT
CONVENTION CENTRE