FREE & PAID MARKETING OPPORTUNITIES FOR EISEMANN CENTER RENTAL CLIENTS
Maximize Your Event's Visibility – From Local Listings to Targeted Outreach

We're committed to helping you reach a wider audience and drive attendance to your event. As a valued rental client, you gain access to a variety of **free marketing opportunities**, as well as optional **paid promotional upgrades** to further enhance your exposure.

✅ **FREE MARKETING SUPPORT INCLUDED WITH YOUR RENTAL**

1. Online Event Calendar Listing
Your event will appear on our high-traffic website calendar, ensuring visibility to all our regular visitors and patrons.

2. Dedicated Event Webpage
We create a **custom event page** with key details, images, ticketing links, and more to help attendees get all the information they need in one place.

3. Monthly E-Blast Newsletter Inclusion
All public events are highlighted in our **monthly e-newsletter** sent to our opt-in subscriber base of 100,000 local arts and culture enthusiasts.

4. CVB Instagram Mention
We coordinate with the **local Convention & Visitors Bureau (CVB)** to feature your event on their Instagram page, reaching an extended tourist and community audience.

5. City Weekly "Things to Do" and "Week in Review" Email Blasts
We submit event information to the city's widely read **weekly e-newsletters** of local happenings, which goes out to thousands of local subscribers looking for weekend plans.

6. Richardson Today Monthly Newspaper Event Listing
We submit event information to the city's widely read **monthly printed newspaper** of local happenings, which goes out to thousands of local subscribers looking for things to do.

7. On-Site Poster Display
Display your event posters in the Eisemann Center lobby, subject to space availability. (Required size and structure: 24 in x 36 in mounted on foam core.)

8. Flyer Rack Distribution
Distribute your event flyers through our dedicated flyer rack available to venue visitors, subject to space availability.

📍 **Take Advantage of These Opportunities**
Once your rental is confirmed, you'll receive instructions for submitting your event materials to be included in these promotions.

📞 **Questions?**
Contact our Marketing Team at Kasha.Orozco@cor.gov or visit www.EisemannCenter.com.

✅ ADDITIONAL PAID MARKETING OPPORTUNITIES

✪ Email Blast to Eisemann Center's Subscriber List
Reach over **100,000+ opted-in households** through our curated email campaigns.

- **Shared Email Feature** – $250 each
  Your event will be included in a professionally designed email with **up to 3 other events**. A great option for visibility at a budget-friendly rate.

- **Dedicated Email Blast** – $1,000 each
  A full email exclusively promoting **your event only**. Custom subject line, images, and messaging tailored to your audience.

📌 *Limit of 3 email sends per event.*
📅 *Scheduling subject to availability – reserve your slot early!*

✪ Inclusion in Digital Poster Displays in Eisemann Center Lobby
Viewed by **10,000+ monthly visitors** to the Eisemann Center for a variety of events.

- **Digital Poster Display** – $250 each
  Your event will be included in the rotating digital displays throughout the lobby, alongside other events happening at the Eisemann Center.

📌 *Limit of 1 slide per event.*
📅 *Scheduling subject to availability – reserve your slot early!*

💬 Technical Details to Keep in Mind:

- We'll need one (1) or two (2) high-resolution (300 dpi or higher) HORIZONTAL photos with some negative space at the top of the image.
  - Photos are better than graphic images.
  - If we do not receive a photo, we will use a generic image of the venue for your event listing.
  - Images MUST NOT include any type embedded or overlaid on it, as our website is ADA-compliant, and this violates those rules.
- We'll need one or two paragraphs describing your event to be listed on our website. Include information about the artists, creative team, date and time of your event.
- Be sure to include website link(s) to your website and/or the artists site for patrons to find more information.
- We'll need your LOGO for day of show digital signs – the logo must be at least a 96 dpi RGB screen image, formatted to a maximum of 288 x 288 pixels. Be sure this is ONLY your logo.
- Make sure to like our Facebook page and our Instagram page and tag us when promoting your event to boost your social media engagement and ours.
  - For both Facebook and Instagram, we can be tagged using @eisemanncenter