BLUMENTHAL ARTS

MARKETING GUIDE

For Our Venue Partners

Marketing support designed to help your event reach the right audiences, build momentum and sell more tickets.

Your event. Our stages. More ways to reach Charlotte.

When you rent a Blumenthal Arts venue, you gain more than a performance space. Our marketing and ticketing teams are here to help set your event up for success, from building your event page and getting tickets on sale to connecting you with audiences through email, social media, digital signage and targeted campaigns.

This guide outlines the marketing support included with your rental, along with additional opportunities available to help extend your reach and drive ticket sales.







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What We Need From You

Providing complete materials upfront allows our teams to move quickly and showcase your event consistently across Blumenthal Arts channels.

- Final event title, date(s), time(s), venue and approved ticket prices.
- Clean, high-resolution horizontal/landscape key art or production photography. Multiple image options are strongly preferred.
- Event description and sales copy that clearly explain what the audience will experience and why they should attend.
- Artist, company and sponsor logo, where applicable.
- Video links/files, social handles, approved hashtags and other campaign assets, if applicable.
- Completed **ticket set-up** form and all required approvals.

PLEASE NOTE:

- Your on-sale timeline begins once all required ticketing information and marketing assets have been received.
- Two weeks is the standard on-sale timeline.

Creative Guidelines

Strong creative makes every channel work harder. Please provide assets that are flexible enough to use across web, email, social and venue screens.

- Use clean imagery without dates, ticketing calls to action or unnecessary text overlays whenever possible.
- Action, production and performance photography is preferred over headshots when available.
- Provide the highest-resolution original files available; landscape orientation is the most versatile.
- Only submit materials you have permission to use and distribute.
- Blumenthal Arts may resize, crop, edit or request alternate assets to meet platform and brand requirements.

Please provide the following art sizes for your event's ticketing page:

Blumenthal Event Image: 570 x 440

Ticketing Event Image: 1440 x 1440

Event Spotlight: 1600 x 600

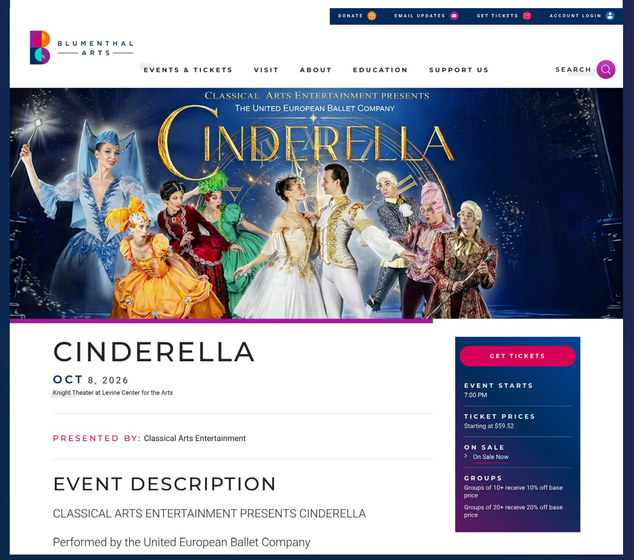
Required 570 x 440 and 1440 x 1440 graphics should prominently feature the artist and/or event name. Graphics should not include local information such as dates, venue or city.

Complimentary Marketing Services

Every ticketed rental includes a foundation of marketing support designed to build visibility, streamline your on-sale and connect your event with Blumenthal Arts audiences.

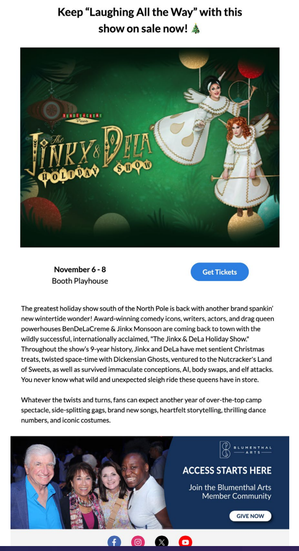
WEBPAGE & TICKETING BUILD

Our team will create a dedicated event page and ticketing experience on **BlumenthalArts.org** using your approved event information and creative assets.



ON-SALE VISIBILITY

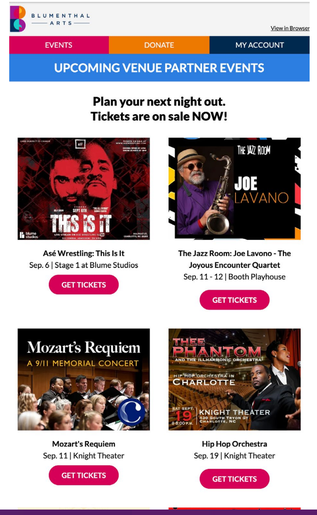
Your event may receive a dedicated email or inclusion in a grouped on-sale announcement, along with a homepage spotlight when possible.



MONTHLY VENUE PARTNER EMAIL

Your event will be featured in one edition of our monthly Venue Partner email, highlighting upcoming guest productions to Blumenthal Arts audiences.

No additional materials are required beyond your approved event assets.



Complimentary Marketing Services - Continued

LOCAL MEDIA LIST

Upon request, we can provide a list of local media contacts to support your own publicity outreach. Media pitching and outreach are not included with complimentary marketing support.

Charlotte Observer

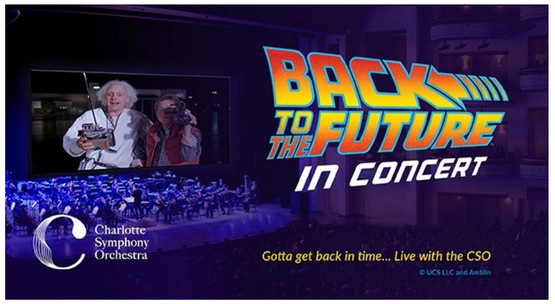
WBTV

CITY METRO

DIGITAL MARQUEE

All events will receive one week of rotating visibility on the venue's exterior digital marquee.

Artwork: 640 x 384 px
Format: JPEG or PNG

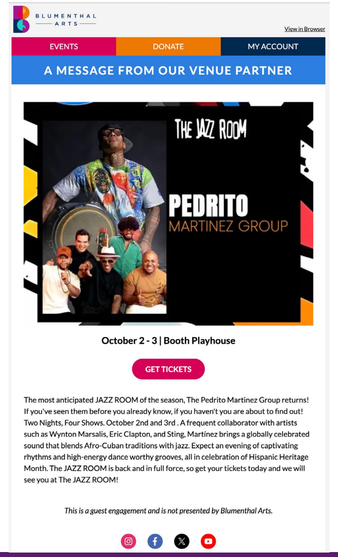


Click here to see more information and submit an artwork request form.

DEDICATED EMAIL TO PAST TICKET BUYERS

Returning rental venue partners are eligible for one complimentary email to previous buyers of their event or organization, when an applicable audience is available.

You may provide approved copy and imagery to customize the message for your event.



Amplify Your Reach

Every event has different goals. Our à la carte marketing opportunities allow you to expand your campaign, reach targeted Blumenthal Arts audiences and build additional momentum leading up to your performance.

Not sure where to start? Our team can recommend the opportunities that best align with your audience, timeline and budget.

DIGITAL OPPORTUNITIES	CONTENT	NOTES
Graphic Design Package	$500	Five-piece creative suite designed to support your event's on-sale campaign
Target Dedicated email	$0.05 per email address	Reach a custom audience of Blumenthal Arts ticket buyers curated from comparable productions and audience interests. *1,000-address minimum*
Facebook event co-host	$200 per event	Client creates the event
Tracking pixel	$150	Cost per pixel ID per platform. A discount will be applied to the purchase of 5 or more pixels

DIGITAL OPPORTUNITIES	CONTENT	NOTES
Paid Digital Campaign	$1k minimum media investment + 20% agency fee	Includes audience targeting strategy, campaign setup and management, performance monitoring and optimization
Organic Social Package	$500 OR Complementary with a paid digital campaign	Includes one Facebook/Instagram feed post and two Instagram Stories across Blumenthal Arts channels *Maximum of 2 posts
Influencer Outreach & Management	$500	Tap into Charlotte's creator community* through targeted influencer identification, outreach and coordination. Selected creators may receive complimentary tickets in exchange for advance promotion and/or event coverage **Participation and coverage are subject to influencer interest and availability and cannot be guaranteed.*

Amplify Your Reach - Continued

Put your event in front of audiences in the heart of Uptown Charlotte.

Extend your campaign beyond digital channels with high-impact signage opportunities across the Blumenthal Arts campus.

CAMPUS SIGNAGE OPPORTUNITIES	RATE	NOTES - Client provides all print-ready artwork.
Belk Theater Exterior Poster	$200	One-month placement on 5th Street Size: 44.5” x 67.5”
Belk Theater Box Office Case Takeover	$750	One-week takeover featuring three posters at the Tryon Street entrance Size: 37.5” x 84.5”
Knight Theater Exterior Poster	$150	One-month placement on Church Street Size: 44.5”x67.5”
Overstreet Banner	$5,000	High-impact, large-format banner displayed on the bridge above 6th street for four weeks. Subject to availability. Requires an application be submitted 30 days or more from the desired display date.

Belk Theater Exterior Poster



Box Office Outdoor Cases



Overstreet Banners



Knight Theater Exterior Poster

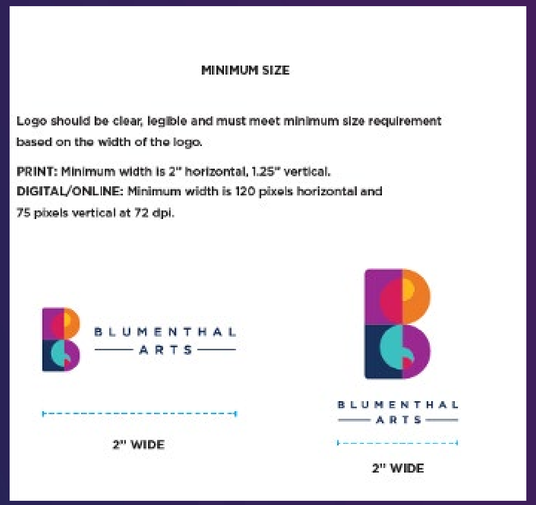


Official Logo Use

Blumenthal Arts owns the rights to its logos and brand marks. Please use only official logo files **(Link from IT coming)** provided by Blumenthal Arts and obtain approval before incorporating our logo into promotional materials.
The Blumenthal logo can be:

- Full color
- Reverse white
- Approved single color version – Navy





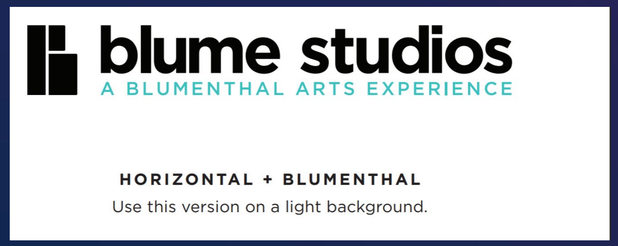


All marketing materials featuring Blumenthal Arts branding should be shared with the marketing contact for official approval before it is shared publicly.

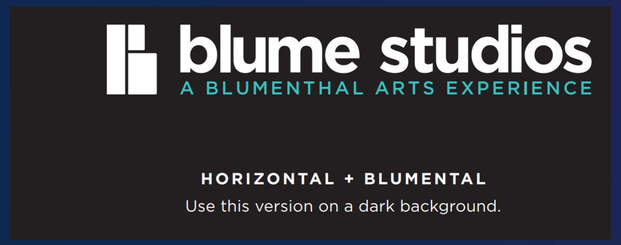
Official Logo Use

Blumenthal Arts owns the rights to its logos and brand marks, including Blume Studios.
Please use only these official logo files **(LINK TO THE FILES)** and obtain approval before incorporating our logo into promotional materials.
The Blume Studios logo can be:

- Full color (Black and Teal)
- Reverse white









All marketing materials featuring Blume Studios branding should be shared with the marketing contact for official approval before they are shared publicly.

Official Naming Use

To ensure consistency across all event marketing and promotional materials, please use the following approved Blumenthal Arts naming conventions.

APPROVED NAME USE
- Blumenthal Arts
- Blumenthal Arts Center
- Blume Studios

PLEASE DO NOT USE
- The Blumenthal
- Blumenthal Performing Arts Center

WEBSITE & TICKETING REFERENCES
- **BlumenthalArts.org** is the official website and should be used in all public-facing marketing materials.
- **CarolinaTix should not be referenced in public-facing materials.**

When in doubt: Please refer to the organization as **Blumenthal Arts** and direct patrons to **BlumenthalArts.org**.

Official Venue Use

Please use the following venue names exactly as listed in all marketing and promotional materials:

BELK THEATER
AT BLUMENTHAL ARTS CENTER

STAGE DOOR THEATER
AT BLUMENTHAL ARTS CENTER

KNIGHT THEATER
AT THE LEVINE CENTER FOR THE ARTS

BOOTH PLAYHOUSE
AT BLUMENTHAL ARTS CENTER

FOUNDERS ROOM

BLUME STUDIOS
A BLUMENTHAL ARTS EXPERIENCE

EXTERNAL EVENT LISTINGS

When listing your event on external platforms, please use **Blumenthal Arts Center** as the primary location, followed by the specific venue name when applicable.

GUEST ENGAGEMENTS

Events produced and presented by independent organizations will include the following designation on Blumenthal Arts marketing channels:

This is a guest engagement and is not presented by Blumenthal Arts.

BLUMENTHAL ARTS

We look forward to helping make your event at Blumenthal Arts a success!

Ready to add marketing support? Complete the **Venue Partner Marketing Request Form** to select the services you're interested in. Once submitted, a member of our marketing team will follow up to confirm availability, timing and next steps.

Have questions or want help determining the right mix for your event?
Contact Stephanie Roman at Stephanie.Roman@BlumenthalArts.org.