

CPAC

TAG US

Cowichan Performing Arts Centre on Facebook and @cowichanpac on Instagram



**POSTERS
DIGITAL
DISPLAYS
EBLASTS**

Please review audience demographics, buying patterns and effective tactics specific to the Cowichan region.



QUESTIONS?

Theatre Marketing Specialist contact:
janelle.escott@cvrd.bc.ca
250-746-3426

MRKTNG

MARKETING INCLUDED IN RENTAL COSTS

- Event webpage
- Included in general “Upcoming Events” monthly eblast (in relevant month)
- Included in physical tri-fold monthly brochure (in relevant month)
- 4 weeks of outdoor marquee signage
- Social media resharing/event collaboration (tag us to be reshared)
- 11x17” posters in lobby and Cowichan Community Centre (posters must be mailed and/or delivered.)

OPTIONAL MARKETING

- Eblasts for a fee (see page 3)
- External postering (see page 3)
- Digital display advertising (see page 3)

EVENT WEBPAGE

Webpage is live when tickets go on sale to the general public via the Cowichan Ticket Centre. www.ctcentre.bc.ca

Please provide: content copy (350 words max), confirmed prices & offers, hi-res poster image, a 1056x480px image for the ticketing page, and youtube link if applicable.

Cost included in rental.

SOCIAL MEDIA

Add us as co-hosts of your event on Facebook to be added to the Cowichan Performing Arts Centre page event listing.

Tag us on Facebook and Instagram for post re-share to page and stories. @cowichanpac

Cost included in rental

EBLASTS

Targeted eblast sent to genre-specific patrons and one inclusion in monthly upcoming events eblast.

Limited to 2 blasts total. One presale or on sale announcement and one to boost sales as needed 3-4 weeks from event.

Cost: \$50

DIGITAL DISPLAY ADS

Event ad display scrolling on 5 tv screens throughout the building. displayed 4-6 weeks prior to event.

Please provide a horizontal 1920x1080 pixel jpeg. Include image, show title, date & time.

Cost: \$50

POSTER DISTRIBUTION

Distributed 4-6 weeks prior to event. external distribution between Ladysmith and Shawnigan lake.

Up to 90 pre-produced 8.5x11" posters and 10 11x17" posters delivered to CPAC Marketing Dept. (Please note CPAC does not print posters - posters must be supplied.)

Cost: external distribution is \$2.25 per poster.

Please note that our community partners will only accept 8.5x11" size posters due to limited space and window dressing bylaws. We cannot ensure external distribution if 11x17" are sent in place of the smaller sized posters.

11x17" size posters are for internal use in our lobby and community centre only, which is no additional cost to rental clients.



MEDIA

Press releases: promote your show by sending out a media release. A local media list can be provided upon request.

Reviewers: Reviewer tickets can be arranged at the box office. Please provide the name and media outlet and instruct the reviewer to pick up at will call prior to the show. Reviewers can pick up a media tag at Audience Services in the lobby.

Radio, tv and print advertising: contact Janelle.Escott@cvr.bc.ca to receive media list & contacts.

Free event listings are available here:

- COWICHAN CULTURE
- TIMES COLONIST EVENT CALENDAR
- HARBOUR LIVING
- CHEK NEWS EVENTS
- WHATS ON DIGEST
- DUNCAN CHAMBER OF COMMERCE



EVENT LISTINGS

PRINT & GRAPHIC DESIGN



Printcraft is a local print house that services CPAC. They offer printing & graphic design services. 11x17" posters are required for poster display within our building & lobby. Printcraft delivers to the CPAC at request.

Contact Printcraft at 250-746-6291 or at sales@printcraft.ca.

AUDIENCE SUMMARY

* PLEASE REVIEW AUDIENCE SUMMARY BEFORE CREATING YOUR MARKETING PLAN.

AGE DEMOGRAPHICS

Women make up 77.2% of our online audience, while men make up 22.8%

The majority of our audience is between the ages of 44-65.

BUYING TRENDS

Cowichan audiences are considered typically “late” purchasers with most ticket purchases happening in the 2-4 weeks prior to an event. Marketing pushes should occur within this window. Offering discounts too far in advance will not be as effective in this market.

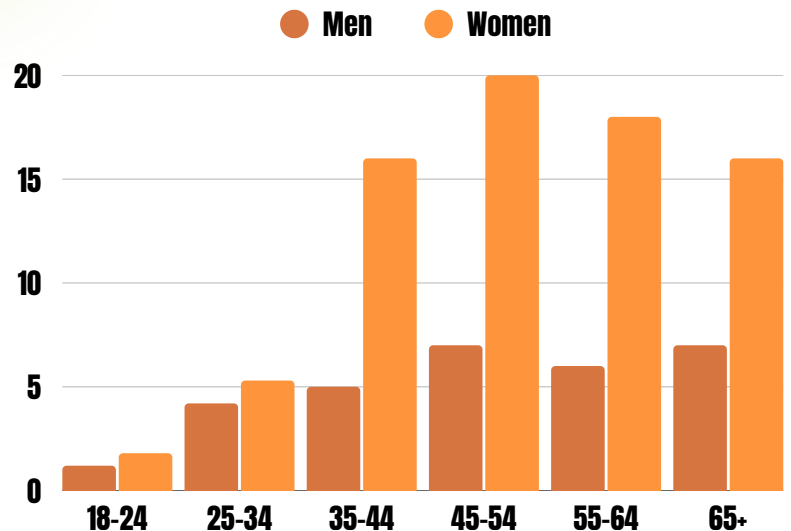
It is not unusual for events that go on sale months in advance to see slow ticket sales until the month or two prior. Plan your presale and discount offers accordingly to avoid buyer fatigue.

EFFECTIVE TACTICS

TOP REPORTED SOURCES :

1. WORD OF MOUTH
2. EMAIL/NEWSLETTER
3. FACEBOOK
4. POSTER
5. CPAC WEBSITE

*based on 2024 & 2025 collected ticket data



*data based on social media & email following

TOP TIPS

- Make use of free online event calendars
- Share Facebook event on local interest groups/ area chat groups
- Choose video over photos for online ads
- Expect to spend most of your budget in the 2-4 weeks before event for best impact
- Offer deals close to event - offering too many deals/giveaways months out will minimize buying urgency
- Include Nanaimo & Victoria in your location settings when creating online ads