

Appendix 1

Media and contacts

Design

OSA is a Platinum sponsor and provides all graphics for CDS free of cost. This includes:

Posters

Ads for What's Hot

Ads for Cayman Compass

Rack cards

Banners for Mail Chimp

Banners for Facebook

Banner ads for Explore Cayman

Button ad for Cayman News Service

Programme layout: print ready (they have a template)

Contact: sac@oursecretagency.com

Please note: A Template Word document is available for the programme layout. It is important to get the sponsorship list correct and the right ads in place for the programmes. Contact training@cds.ky

Public Relations

Any articles to be submitted to the press must first be reviewed by CDS. Paul de Freitas is the primary contact for all proofing. All articles should be sent to theatremanager@cds.ky

WebSite

All information for the shows must be submitted to training@cds.ky for upload to the website. Details on the show, a logo/photo as well as dates tickets are to go on sale, price etc are all needed. At the end, we also require a Web version PDF of the programme for posting to the site.

Social Media

CDS has a page on Facebook, Twitter and Instagram. We encourage the use of Social Media and posts should be made regularly as an update on what is up and coming. As a general rule, Facebook posts can be boosted and advertised. As a guide a budget of US\$250 is appropriate.

All requests for posts should be made to the CDS office to Kirsty O'Sullivan at training@cds.ky. Posts made to Facebook are linked directly to both the CDS website and Twitter.

Radio

Hurleys Entertainment: Hurleys is a Platinum sponsor and matches CDS spend. Hurleys also does 30 second voice over for free. We will also have two or three appearances on the Radio show. We utilise this voice over for CITN commercial as well. Currently budget around \$1,000 for musicals (media buy \$2,000) and \$800 (media buy \$1,600) for plays.

Contact: Beth Morison bethmorison@hurleymedia.ky

Cinema Advertising: Jay Mumtaz: jaymumtaz@hurleymedia.ky

TV

Cayman27 has been a long time sponsor (friend) of CDS. For a nominal \$400 fee they run a full advertising schedule include Daybreak. We supply them with graphics and a voice over and they design the ad.

CDS rep: Adrian Porter adrianporter@hurleymedia.ky

Cayman Now: May be able to get interview on Cayman Now.

Pinnacle Media

Ads are placed in What's Hot and the Caymanian Compass. A schedule of advertising dates is supplied to Stephen Chung at OSA who books the ads on our behalf. Currently budget around \$1,100 for audition ads and \$2,500 for show for musicals and \$1,100 audition ads and \$2000 for show. Ads quarter page "strip ads" are most effective.

Contact **What's Hot editorial at least two months** in advance to obtain an article and place a quarter page ad.

Contact: Victoria Wheaton VWheaton@pinnaclemedialtd.com

Compass will write an article and work with getting information in the Weekender.

Contact: Lisa Boushy: LBoushy@pinnaclemedialtd.com (try Victoria)

Community Calendar (at least two weeks in advance)

Place notice with:

Compass: Contact Carol Winker: CWinker@pinnaclemedialtd.com

Weekender (Heads up!): Contact Victoria Wheaton VWheaton@pinnaclemedialtd.com

Also, go online to Event Calendar and enter all dates of show:

<http://www.compasscayman.com/calendar/Default.aspx>

Explore Cayman

Explore Cayman is a Platinum sponsor and will place banner ads on their websites including explorecayman.com and newresident. Supply all graphics and dates to:

Contact: Jessica Wright: jessica@acorn.ky

Community outlets

Community notices can also be sent to Radio Cayman rcsales@gov.ky

DMS (board on roundabout by Hurleys Entertainment) Contact:

chennessy@dms.com.ky or roundabout@cds.com.ky (This has been down for a while)

Printing

Quick Images has been printing our programmes for a while. They are aware of size and quality.

Need at least a **10 day time frame** for them to produce.

Quantity has always been an issue. Here is a guide:

12 day run: Musical: 550 programmes

9 day run play: 250 programmes

Encourage recycling at each show.....the Stage Manager in the intro can ask audience members to leave the programmes on their seats.

Contact: Cathy Fox at: cathy.fox@quickimages.com

Rotary Club

Contact Rotary Club for offer of opening Friday. They will take all ticket sales and liase with Producer for online bookings. They will also purchase food for Intermission, which is deducted from their ticket sales.

Contact: