

MARKETING GUIDE

Our added value marketing assets provide a cost-effective compliment for any event. We'll assist in driving ticket sales by leveraging existing media partners, venue sponsors and venue resources. We've outlined below how we will create awareness, interest and exposure for your upcoming event.

Venue Digital Assets & Specs

- Street Level Marquee: 1080x540 (JPEG/PNG - No small print)
- Sky Level Marquee: 900x216 – what's best here is a very clear graphic of the artist and any fonts you wish us to use on a secondary slide with event details, OR very large text with the artist image.
- Social Square: 1080x1080
- Social Size: 1200x630
- Social Story: 1080x920
- Thumb: 200x200 – with no small text
- Feature and Internal Wayfinding: 1920x1080 with 1600x700 safe zone
- E-Blast: 600x300 max size



Social Assets

- FB: [@oldnationaleventsplaza](#)
- Insta: [@oneplazaevv](#)
- TW: [@OnePlazaEVV](#)
- [Linkedin](#)
- [You Tube Channel](#)

Additional Assets

- Placement on Old National Events Plaza website noting event information and additional resources.
- Promotion on Old National Events Plaza Facebook, Instagram & Twitter pages.
- Targeted social media advertisement is available and billable.
- Targeted emails through Ticketmaster database of over 64,000 users.
- Event Schedules and flyers provided to public and located at our main entrance and box office.
- Rotation on street level marquee, located on the busiest Downtown intersection.
- Rotation on sky level marquee, viewed from the Lloyd Expressway, Downtown street fronts and multi-functional parking areas.
- Rotation of show ad Old National Events Plaza concourse wayfinding points.
- Access to flyer other shows at Old National Events Plaza, pending show approvals.
- Media and downtown partnerships for promotional opportunity including: ticket giveaways, social media contests, cross-promotions, etc.
- Media database that covers 200-mile reach.
- Event listed on websites, calendars and social media outlets with: eventful.com, eventbrite.com, evansvilleevents.com, Tri-State Events, Downtown Evansville, Visit Evansville, E is For Everyone.
- Super Groups business contact email list through box office, circulated at time of On Sale.
- Circulation of print material to Downtown locations via Street Team at a billable of \$300.00.

Logos - [Dropbox](#)



Sample Marquee Images

Sky Level (900x216)



JOHN CRIST
FRIDAY, OCTOBER 15

A promotional banner for John Crist. The text "JOHN CRIST" is in large, bold, white letters with a pink glow, and "FRIDAY, OCTOBER 15" is in smaller white letters below it. On the right side, there is a portrait of John Crist, a man with a beard and dark hair, wearing a white hoodie, looking directly at the camera against a dark background with light rays.

**LEANNE
MORGAN**
DECEMBER 4



JOE BONAMASSA
OCTOBER 25

A promotional banner for Joe Bonamassa. On the left, there is a photograph of Joe Bonamassa playing a red electric guitar on stage. The text "JOE BONAMASSA" is in large, bold, white letters, and "OCTOBER 25" is in large, bold, yellow letters below it.



Soul Asylum

A promotional banner for the band Soul Asylum. The band's name "Soul Asylum" is written in a large, white, handwritten-style font across the center. The background is a photograph of the band performing live on stage, with a guitarist in the foreground and other band members in the background.

Street Level Marquee (1080x540)



JOE LIVE IN CONCERT
BONAMASSA
OCTOBER 25



John Crist
FRESH CUTS
COMEDY TOUR
☆☆☆☆
FRIDAY, OCTOBER 15

Venue Color Concept

Plaza Logo Blue	Plaza Logo Gold	Deep Navy Web	Medium Blue Web	Light Blue Web	Mint Green Web	Light Gray Web	Medium Gray Web	Dark Gray Web
#00529B	#FFC423	#111F461	#0F4E84	#1C639B	#86CEBF	#F3F3F3	#D3D3D3	#C6C6C6
0	255	7	15	28	134	243	211	198
82	196	31	78	99	206	243	211	198
155	35	70	132	155	191	243	211	198