

Electric City Playhouse

Marketing/Advertising Committee

The Marketing/Advertising Committee Shall oversee and support all facets of marketing, including public relations, media relations, social media promotions, and advertising; assist in facilitating the theatre's overall fundraising efforts and events, and assist in facilitating corporate and individual partnerships and sponsorships.

The committee shall:

- Coordinate all graphic design elements for the season marketing materials, including but not limited to
 - Season brochure and similar materials such as rack cards,
 - Window posters and banners,
 - Season showbills and production playbills,
 - Social media postings,
 - Special events,
 - Fundraising Committee printed materials, and
 - Membership Committee periodic newsletter materials.
- Work with the graphic designer and printer to coordinate printing of materials;
- Work with the President and Office Manager to determine quantities of printed materials needed for each print job (quantity based on previous season data and best projections of need);
- Create, develop and refine content, text and photos/graphics, of all social media postings relating to
 - Season of shows announcements;
 - Show related advertising such as, but not limited to,
 - Audition notices ad reminders;
 - Cast announcement;
 - Meet the director, cast, production manager, etc.
 - Behind the scenes interest pieces, etc.;
- Identify and confirm promotional opportunities in relation to print media, television, in-person;
- Identify, solicit, and confirm a community partner for each show; and
- Coordinate with the Special Events Committee to support and promote show community partners.

The Committee shall be chaired by an ECP Board Member.

The Committee shall consist of three to six additional members.

Members of the committee shall include

- Two Members-at-Large of the Board of Directors, unless all members of the Board are currently serving as chairpersons of standing or ad hoc committees;
- At least one person holding current membership status, not seated on the Board of Directors; and

ECP Policies/Procedures

- At least one person from the community at large. *Such person(s) may attain membership status after appointment to the committee. Such does not negate membership on this committee.*

The ECP president shall serve as an ex-officio member of the committee.

The Chair shall solicit and appoint members of the committee. Committee members' names shall be submitted to the President no later than the February Board meeting.

The Chair shall appoint at least two SubCommittee Chairs

1. Publicity/Media; filled by a Board Member-at-large. In such case as all Board Members are chairing standing and ad hoc committees, Publicity/Media may be chaired by another member of the Marketing Committee. It is the responsibility of the Publicity/Media SubCommittee Chair to oversee the social media postings, television and radio opportunities, and live performance/attendance opportunities to promote the season and specific shows.
2. Community Partners; filled by a Board Member-at-large. In such case as all Board Members are chairing standing and ad hoc committees, Community Partners may be chaired by another member of the Marketing Committee. It is the responsibility of the Community Partners SubCommittee Chair to identify, solicit, and confirm a community partner for each show.

The Committee shall meet at least quarterly. The committee chair and committee members are encouraged to maintain regular contact between the minimum number of meetings as set forth in policy by utilizing technology.

No later than ten calendar days prior to each scheduled full committee meeting, the Chair shall provide the date, time, and place of each to the President for inclusion on the ECP master calendar.

