

CTE Publicity Guide for Producers & Graphic Designers

The main purpose of EVERY publicity item is to promote the show and sell tickets, so the following 3 key points should be instantly readable. For larger posters, flyers, and magnets, step back 10-15 feet, and if you can't read them, make them larger.

1) Show title

2) Dates

3) Ticket website and/or phone number

Note: CTE logo font is ONLY to be used for the logo and website buttons.

All publicity materials must be proofed and approved by show producer and CTE director of operations and a copy of all final files (saved as .pdf and editable in Illustrator, etc.) submitted to CTE office.

For 11 x 17 inch posters and 8.5 x 11 inch flyers

Everything on this list should be included when designing all CTE posters and flyers.

For 5.5 x 8.5 inch and 4.25 x 5.5 inch flyers, shrink down the larger versions. If necessary, delete grantor logos and licensing details on the smaller flyers.

Company name

- Hemmens CTE shows: "Children's Theatre of Elgin presents"
- Fall ECC show: "Fox Valley Theatre Company presents" (include CTE if younger students are in show)
- Combined ECC CTE/FVTC shows: "Children's Theatre of Elgin and Fox Valley Theatre Company present"

CTE logo (images provided by CTE office)

Website address: CTEelgin.com

Show dates and times, including the year (If preferred, place year in bottom left-hand corner rather than with the date and times)

Ticket prices for adults/students/seniors/others/discounts as appropriate

Venue name and address (See below)

Phone number for ticket sales (See below)

QR code to URL of ticket sales website (provided by CTE office)

Grantor logos and any mandatory language (check with CTE Office as it changes for **every** show; office will provide grant logo images)

Licensing requirements as needed for specific show

Other information needed to describe show (Example: explanation that it is a musical or song-and-dance revue for the summer show)

Required not-for-profit and ECC in-residence language is as follows:

"Children's Theatre of Elgin/Fox Valley Theatre Company is an Illinois 501(C)(3) not-for-profit corporation in residence at the Elgin Community College Arts Center"

Venue and ticket sales information:

Elgin Community College Arts Center

Blizzard Theatre

1700 Spartan Drive Building H

Elgin, IL 60123

Arts Center Box Office: 847-622-0300 elgin.edu/arts

The Hemmens Cultural Center

45 Symphony Way

Elgin, IL 60120

Tickets: CTEelgin.com 847-214-7550 (NOTE: We much prefer they go to the website rather than call, so "CTEelgin.com" should be emphasized, but phone number should also be easily readable)

For car magnets (approximately 11.5 x 8.5 inches)

Need only to include the following unless producer instructs otherwise. Cast t-shirts would include similar information, but work with producer on that.

- Children's Theatre of Elgin and/or Fox Valley Theatre Company presents
- Show title
- Dates and times
- Venue name: "Hemmens Cultural Center, Elgin, IL" or "Elgin Community College Arts Center"
- Ticket sales phone number and/or website address
- CTE logo
- CTE website address (CTEelgin.com)
- QR Code to ticket sales (optional)

For business cards (3.5 x 2 inches)

The front side is about the current show, the reverse side of the business card usually has information about the upcoming show and auditions. Obtain information from CTE office and upcoming producer.

Need only to include the following unless producer instructs otherwise:

- Children's Theatre of Elgin and/or Fox Valley Theatre Company presents
- Show title
- Dates and times
- Ticket prices (Example: Tickets: \$12/\$10)
- Ticket sales phone number and website address
- Venue name: "Hemmens Cultural Center, Elgin, IL" or "Elgin Community College Arts Center"
- CTE logo
- CTE website address (CTEelgin.com)