

Please take me, I'm FREE!
Artgold Marketing Package 2014



Marketing Package 2014

Raising the profile of arts and
culture in our community



About Artgold

Mission Statement: to support and develop Arts and Culture in the Goldfields

Artgold is made up of a committee of passionate volunteers and a part time coordinator. Artgold is a support body for artists, arts and cultural groups, and a central point of contact and information for the arts and cultural community.

Membership Benefits

Many of the marketing opportunities available in this booklet are free or available at a discounted rate to Artgold members. See the 2014 membership package on our website for information. The membership package is available to download at www.artgold.net.au.

Marketing Opportunities

Artgold offers a myriad of marketing opportunities that can help promote your group, or an event you are organising. Some of the services mentioned in this booklet are included in Artgold's Membership packages, however all are available to the general public. From online marketing to multimedia, Artgold has the resources to help you get your valuable information out to the community quickly and effectively.

These Marketing Opportunities allow you to create a package that best suits your budget and situation. This booklet outlines all of the different things that Artgold can do for you. Note that discounts are sometimes available if you choose to include the Artgold logo on your promotional materials.

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Exclusive Offers and Discounts

FREE

Anyone is welcome to offer discounts or exclusive promotions to Artgold members. Details will be promoted on the Artgold website and will be made available to members who have purchased the \$50 or \$100 Membership Package. Vouchers can be downloaded from the Artgold website (Artwork must be supplied).

Printing of Flyers/Posters/Brochures

from 50c

Artgold can print your flyers/posters/brochures for the small fee of:

- 50c black and white one sided
- \$1.00 colour one sided

This cost is for normal copy paper.

Artgold Pamphlet Holder

\$25/year

Artgold have a pamphlet holder which is located just outside the box office at the Goldfields Arts Centre. If you would like your brochure or flyer to be included, you will need to provide Artgold with ample copies. Note that it is your responsibility to make sure your information is up to date, and to restock the supply once all copies have been taken.

Stall at Mini Arts Expo

\$25 per expo

Artgold has organised two Mini Arts Expos during 2014 to take place on Boulder Market Days. This is an excellent opportunity for you to showcase yourself to the general public. Artgold will organise all the promotion for the event. Dates for the 2014 Mini Arts Expo are:

- 16th March
- 17th August

Marquee Hire

from \$25

Artgold has a 3 x 3m portable marquee available for hire. This is ideal for outdoor events, especially in summer. Make sure you book well in advance.

Full price	10% Discount \$25 membership	25% discount \$50 Membership	50% Discount \$100 Membership
\$50.00	\$45.00	\$37.50	\$25.00

Sky Dancers Hire

from \$25

Sky dancers are an excellent promotional tool for catching the attention of potential visitors. Especially effective for indoor events, these inflatable waving people are always moving and will catch the attention of passers-by, letting them know there is an event on and where to go. Several generic designs are available for hire. You can also get your own puppet made up and just hire the fan from Artgold.

# of Sky dancers	Full price	10% Discount \$25 membership	25% discount \$50 Membership	50% Discount \$100 Membership
1	\$50	\$45.00	\$37.50	\$25.00
2	\$70	\$63.00	\$52.50	\$35.00
3	\$100	\$90.00	\$75.00	\$50.00



Story in the Kalgoorlie Miner

\$45.00

Artgold works very closely with the Kalgoorlie Miner to promote arts and culture in Kalgoorlie-Boulder. Artgold will coordinate a story to go into the local paper for your event. It is not guaranteed that all stories will be included in the paper, however payment is waived if the story doesn't go to print.

Radio Interviews

from \$45.00

\$45.00 for 2 interviews or \$60.00 for 3 interviews

Artgold has regular air time with the three local radio stations. You will be invited to come along to the radio station with the Artgold Coordinator to promote your event.

- Weekly spot – Tjuma Pulka
- Fortnightly spot - ABC Radio
- Fortnightly spot – Radio West

Heart of Gold Festival

\$50.00

Everyone is invited to participate in the Heart of Gold Festival. The 2014 dates are confirmed for Saturday 17 May to Sunday 25 May. You might want to run a workshop, hold an exhibition, or offer a free lesson so people can try before they buy. This is your opportunity to 'Shine a Light on the Arts and Culture in the Goldfields'.

Artgold implements a massive marketing campaign to promote the Heart of Gold Festival each year. This includes TV advertising, newspaper stories, radio interviews, professionally printed programmes, posters, flyers and extensive online marketing.

Facebook – paid promotion

\$90.00

Artgold will create a paid promotion on your behalf to promote your event on Facebook for 2 weeks before your event. This will help you to get more likes to your page and to promote your event.

Online Marketing Package

\$90.00

Event poster/image (jpeg format) and information to be supplied

Artgold Website - www.artgold.net.au

All show/event information will be entered into the calendar of events on the Artgold website. We will also give your event a special mention in the body of the Artgold Newsletter

Artgold Facebook Page

The Artgold Facebook page is promoted on all of the Artgold marketing material. Three promotional posts will be created on your behalf;

- When your event information is first released
- A week before your event
- Reminder the day before your event

Online Marketing Package details continued on next page...

WOWKAL – ‘What’s On Where Kalgoorlie’

WOWKAL www.wowkal.com/ provides free information on arts, culture and community activities around the Goldfields region.

- Artgold submits your event on your behalf to the WOWKAL website
- WOWKAL sends out an email every Friday to their database of approx 5000 subscribers

‘Pure Gold’ – Kalgoorlie-Boulder Visitor Centre

‘Pure Gold’ Visitor Centre www.kalgoorlietourism.com:

- Thousands of online enquiries every year and
- Last year ‘Pure Gold’ welcomed over 100,000 through their doors right in the centre of Hannan St (Kalgoorlie’s main street).
- It is often the first stop for both visitors to Kalgoorlie and for locals wanting to know what events are happening in the area.

Artgold submits your event on your behalf to the ‘Pure Gold’ Calendar of Events section on their website and when possible, Artgold also arranges for posters to be put up in the centre for the 100,000+ visitors a year.

TAZ Entertainment

TAZ Entertainment promotes Western Australia’s Performing Arts.

- Weekly e-newsletter informing subscribers of what’s happening in the Theatre and Music scene in WA.
- ‘Theatre & ZArts’ Monthly Performing Arts Magazine – What’s on guide for theatre and events happening in WA.
- Over 25,000 website views a month

Western Australia – Tourism WA Website

www.westernaustralia.com is the official website for travel and tourism in WA.

- This website gets 1,000s of hits a day.
- There is also the opportunity to utilise Tourism WA’s Facebook page which has over 188,000 likes and is growing daily.

Artgold will list your event on your behalf and it will appear in their calendar of events for the Kalgoorlie area.

Event Finder

Event Finder www.western-australia.eventfinder.com.au/ is an online events calendar that promotes events throughout Australia.

- Viewed by 350,000 people every month
- 160,000 subscribers receive their weekly newsletter

Artgold will list your event on this site on your behalf and it will appear in their calendar and also in their newsletter.

Poster run around town

\$145.00

Up to 3 hours around Kalgoorlie-Boulder

Artgold will distribute up to 100 posters around town on your behalf including Hannan Street, Burt Street and Hannans Boulevard.

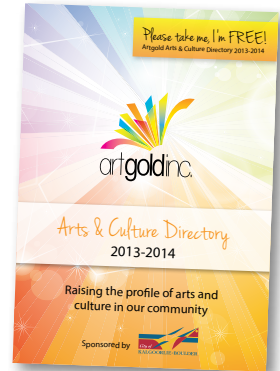
- Special Offer – 10% discount if Artgold logo is on poster as a sponsor
- Copies can be printed \$1.00 colour and .50c black and white if artwork supplied

If Artgold knows of a few events happening at the same time, a double-sided A3 poster advertising the event/shows will be offered to those involved and the cost shared between the parties. Local businesses prefer this method of advertising to individual posters as window space is limited.

Artgold Directory Printed Edition

from \$150

The Artgold Directory Information is available on the Artgold website all year round. The online directory gives you the opportunity to promote yourself in up to 3 different categories. Once a year 5000 copies the Artgold Directory are professionally printed and distributed to members of the public. In 2014 the Directory will be released at the Spring Festival. Copies are also available in a number of shops/businesses throughout Kalgoorlie-Boulder including the Artgold office and pamphlet holder, Kalgoorlie-Boulder Visitor Centre, City of Kalgoorlie-Boulder and the Goldfields Arts Centre just to name a few. All members can automatically have their details included in the directory and advertising space is available in a variety of sizes at a low cost.



Mailout

from \$330

Mailouts can be sent to an entire list, or to targeted groups. The minimum mail out is 100.

- Price = \$3.30 per unit (maximum cost), includes envelope stuffing, labelling & postage. When mail out is shared with other shows, costs will be divided.

Workshops

POA

One of Artgold's KPIs is to keep members up to date with funding information and to offer Professional Development opportunities. Artgold always has something in the pipeline, and these workshops are sometimes available to non-members as well. Sign up for the weekly e-newsletter or check the website for information on upcoming workshops.

Local Media

The following section contains information about utilising local media for advertising, including radio, TV and newspaper. Some agencies offer special deals for not-for-profit organisations, and Artgold are happy to point you in the right direction.

If you would like Artgold to help you get started with this process, we will provide a consultation, initial contact and a quote at no additional charge.

Media Information

Radio

RadioWest & HotFM

Kalgoorlie-Boulder has two local commercial stations, RadioWest & HotFM. Both stations are owned by the same company, which gives the option of having one campaign featured over both stations if desired. RadioWest is a traditional AM station aimed at the 35+ age group, and HotFM is a contemporary FM station aimed at an 18 – 35 demographic. Both stations have high listenership in the area. A special package can be tailored to suit your needs.

ABC Radio

ABC Goldfields-Esperance brings the region's latest news, information and entertainment. The Station covers 1000 kilometres from end to end, with a primary office in Kalgoorlie.

Tjuma Pulka 96.3 FM

The overall sound of the Indigenous Community Radio Station is classic rock 'n' roll, and the music tends to be audience generated. Tjuma Pulka supports and promotes Indigenous artists. It maintains social networks, can be seen as a medium for education, and promotes cross-cultural dialogue. Not only does Tjuma Pulka promote musicians who are Indigenous but also independent artists.

Red FM

Red FM and its sister stations WAFM and Spirit cover 80% of Western Australia. Red FM and WAFM target the 18-39 age group, while Spirit target an older demographic of 30-54. This station would ideally be utilised if your event was touring a wider area of Western Australia beyond the Goldfields Region. Contact Margaret Micale on 9482 9456 or email margaret.micale@redfm.com.au for more information. Website: www.redfm.com.au.

Newspaper Advertising

General Information: Goldfields Express (Free Local Weekly Community Paper)

- Distribution day: Friday
- Letterbox dropped to 14,500 homes and available in some businesses in Kalgoorlie-Boulder, Coolgardie, Laverton, Leonora, Kambalda, Norseman and Esperance

General Information: Kalgoorlie Miner

- Paper's strongest day - Saturday.
- Paper's strongest entertainment day - Friday and Saturday.
- Cost of paper - \$1.10 Monday to Friday, \$1.60 Saturday
- Circulation - 5,000-5,500 Mon, Tues, Thurs, Fri editions. 6,500-7,000 Wed edition. 9,500-10,500 Sat edition
- WA's only Regional Daily Newspaper, sold in Kalgoorlie, Boulder, Norseman, Coolgardie, Leonora, Leinster, Laverton, Menzies, Southern Cross, Esperance, Perth, the South West

Advertising Charges

If you would like a copy of the Kalgoorlie Miner's Media package, please contact Artgold. Discounts are available for community and not-for-profit groups.

Television

TV advertising is available in the Kalgoorlie area through GWN. If you are interested in having a TV ad, please provide Artgold with your information & budget so a schedule can be prepared.

Local Media Contacts

RadioWest & HotFM Radio	Sales Consultant	Sarah-Jayne Eeles Sarah-Jayne.Eeles@sca.com.au 08 9021 2666
Tjuma Pulka Radio	Indigenous Community Radio Station	Debbie Carmody manager@tjuma963fm.com.au 0400 492 648
ABC Radio	Kalgoorlie Office Presenter	Lorraine Horsley Regional.Kalgoorlie@abc.net.au 08 90937011
Goldfields Express	Free newspaper delivered to all homes	Tegan Guthrie Tegan.guthrie@kalminer.com.au 08 9021 0561
Kalgoorlie Miner	Local newspaper Arts stories are normally in Friday's paper	Tegan Guthrie Tegan.guthrie@kalminer.com.au 08 9021 0561
GWN	Local TV Station	08 9021 3888

Artgold is proudly supported by:



All pricing and information in this booklet was correct at the time of printing, and may be subject to change without notice.