

Thank you for booking at the Victoria Event Centre!

We are so excited to host you at our venue!

Questions related directly to promotions? Please reach out to sam@victoriaeventcentre.ca

A few things we'd like you to know about PROMOTING your event (good promotion is key for both you and us!) Well promoted events are the ones we can eventually move into the weekend show dates.

Here's what WE do for your event

The VEC will support the promotion of your event via our online website calendar, through the creation of a Facebook event (in which you will be added as a co-host), through our monthly newsletter, and our monthly event poster. We will also manage creating the ticketing URL.

If you include videos or photos we can use, we may also promote your event on our facebook page or Instagram when we can and if your performance aligns with our mandate.

What we ask YOU to do:

As the promoter of your event, it is important to get the word out in more than 4 ways:

1. External Event Listings

You can list your event on local news & event calendars. These are free, easy to use and require some basic information (Dates, Times, Description, Poster, and Ticket info).

Here are a few popular ones:

- Downtown Victoria
- Live Victoria
- The Marlet
- Harbour Living
- Times Colonist
- Tourism Victoria
- Do250
- Chek News
- Victoria Music Scene
- What's on Digest

You can also reach out to Surkeus Records / Magazine

Advertise SurkeusRecords.com or in Surkeus Magazine with customizable ad packages to suit all budgets, including website, magazine, podcast, video combos (can also help with design + film commercials). **Contact surkeusrecords@gmail.com**

2. Postering

Vicposters offers a paid postering service through which they put up posters downtown. Each time they poster, they print and put up 15 posters for each event spread across all the cylinders citywide in a fair and equal representation with all the other events. **The cost for the service is \$15 per day or \$40 per week**, plus tax.

You can submit a 11x17 PDF of your poster below:

<https://www.vicposters.com/>

<https://www.vicposters.com/submit>

<https://www.vicposters.com/faq>

How to convert your poster to a PDF?

<https://smallpdf.com/jpg-to-pdf>

www.canva.com

Other locations you can try postering are:

Camosun, UVIC, Community boards, Cafes & Community Centre's, Fernwood square (there's a great poster board right in the middle), & poster poles in Cook Street Village.

If you send us a PDF of your poster, and convert it to flier format, we will put up 1-2 copies of your poster in our hallway and outside, and will distribute fliers at events in which the audience is likely convertible.

3. Social media

Hashtags are important for reach and broadening your audience outside your current followers. **You are allowed up to 30 hashtags/post.**

Some great generic tags (depending on your show) to include are:

Generic & geo location hashtags (see note below**)

[#thingstodoinvictoria](#) [#yyj](#) [#yvr](#) [#victoriabc](#) [#victoriabccanada](#) [#victoriaevents](#) [#downtownvictoria](#)
[#yyjarts](#) [#yyjevents](#) [#yyjshows](#) [#victoriaarts](#) [#livevictoria](#)

Live Music

[#yyjlivemusic](#) [#yyjband](#) [#yyjmusicscene](#) [#yyjmusicians](#) [#yvrmusic](#) [#yvrmusicians](#) [#livemusic](#)
[#concert](#) [#music](#) [#victoriamusicscene](#) [#yyjmusic](#) [#bcmusic](#) [#musicbc](#) [#victoriamusic](#)

Cabaret, Performing Arts, Theatre

[#yyjtheatre](#) [#yyjperformingarts](#) [#performingarts](#) [#performingartsvictoria](#)

*****It's always helpful to include tags related to your genre along with your genre & a geo-location, too! (#rockabilly / #rockabillyvictoria, #punk / #yyjpunk, #burlesque / #victoriaburlesque)***

Hot Tips for Social Media

- Sharing contests are a great way to help boost engagement and reach. These generally ask people to share, comment, like, and save a post for a chance to win tickets or a prize.
- A social media scheduler like Hootsuite can help you plan your promotions in advance, give you feedback on engagement, follows and the amount of content you post, and recommend times to post when your followers are most active.
- Asking questions in your captions and posts to get your audience excited and engaged And including “Call-To-Action’s”. These can look like: “Go ___ to get tickets”, “Comment below if you’re excited.” or “Go to this link to hear more”, etc.
- A post will reach more people if it does one of these two things; educates or entertains
- Video content and reels have a further reach than a standard image
- Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. They offer a free tier and is a great user-friendly tool for social media graphics and posters!
www.canva.com
- You can take out “Paid Ads” via Facebook & Instagram. As well as, boost posts & FB events. You can do this by directly boosting a post from your page or setting up an ad in Ads Manager.
- Tagging the artists/performers individual account will allow them to repost and/or share to their stories. This also may introduce them to a wider audience who may not know who they are!
- Promoting and sharing in your stories is a great way to push the show without looking spammy - tagging in stories will send a “mention” to the performer/producer/artist and will allow them to re-post to their stories, too!
- ***Burlesque promoters can tag @victoria.burlesque for their show to be reposted:***
You can also list your show at <http://victoriaburlesque.com/>

4. Radio

Radio is often willing to mention a show, and might even interview you! We have good luck with

- CFUV
- CBC
- Virgin Radio
- The Zone
- The Q

All of these sources are interested in supporting local arts events.

Promotional Packages for Purchase

If you are interested in additional promotional coverage through The VEC, we offer a few promotional package add-ons to help you get the word out to our following and beyond so even more people can enjoy your show.

- 1. Boosted social media post, level 1 - \$100** (*Cost breakdown \$70 for the boost, \$30 labour*)

We will create an engaging ad for your show and boost through our channels targeting a relevant audience.

- 2. Boosted social media post, level 2 - \$180** (*\$150 for the boost, \$30 labour*)

- 3. Postering - \$40/week**

Get seen! We'll send your poster in to VicPosters who will distribute it throughout downtown on all those glorious poster poles. \$40 covers 45 posters posted in one week.

- 4. Press and outreach - \$50** - We'll whip up a press release and send it out to our press list and personal press contacts. If your show hits the right notes for certain reporters we might be able to snag you a radio or tv interview. We will also outreach to relevant groups and community members we think would be interested in and could help spread the word about your show.

- 5. Bipoc discount/non-profit discount: please contact sam@victoriaeventcentre.ca**

If you are unsure which promotional package is right for you, please contact sam@victoriaeventcentre.ca!