

Marketing Services

For Logan Entertainment Centre events

We offer a range of marketing options to complement your marketing campaign, including listings in the LEC Season Program guide, eDM inclusion, digital road sign advertising, and social media advertising.

loganarts.com.au





Logan Entertainment Centre (LEC) is a cultural hub in the heart of the City of Logan hosting a variety of events and performances throughout the year.

The venue offers an array of performing arts from theatre and concerts to stand-up comedy and variety shows. It also hosts community and corporate events including exhibitions, school productions, awards dinners, business meetings and conferences.

LEC is fully licensed with an in-house chef and catering team. The venue's well-equipped state-of-the-art audio visual equipment is managed by skilled production specialists capable of creating the right atmosphere for every event.

There's also a kiosk for quick snacks and a café that offers indoor or outdoor dining for selected events.

Other features include an on-site ticketing system, free Wi-Fi, free off-street parking and full access for people with disability.

If you're holding an event LEC offers a range of marketing options to complement your marketing campaign. These include listings in the Season Program guide, dedicated eDM, your show image on our digital road sign, print ads in the *Our Logan* magazine as well as paid social media advertising.

The *Our Logan* magazine is sent bi-monthly to all households in Logan. Copies are also available at major outlets around the city.

Events are also posted on the magazine's digital platform - ourlogan.com.au



Season program - folded A3



Our Logan magazine

Season Program

LEC produces a Season Program of scheduled performances with 1,000 copies distributed in local cafes, shops and community venues, as well as a fully accessible online version available on our website.

Unfolded versions are distributed as posters to Council community venues and facilities.

- Cost \$150 per edition
- Dimensions - Each show is highlighted on a 70 x 148.5mm panel.



A Holly Christmas

Friday 16 December

Deck the Halls with **Buddy Holly** and celebrate all that is Christmas with an incredible collection of Christmas favourites performed by **Scott "Buddy" Cameron** and his band.

Hear the Christmas classics: *Santa Clause Is Coming To Town, Jingle Bells Rock, Blue Christmas, Little Drummer Boy* as well as some Buddy Holly rock 'n' roll classics like *Peggy Sue, Rave On, Oh Boy* and *It's So Easy*.



LED road sign

The LEC is located on one of the busiest roads in Logan with over 40,000 cars driving past daily. Our LED sign can feature your event image and details.

- Cost \$300 per image (on rotation)
- Please supply
 - High res landscape orientation images
 - High res image of your show name treatment (if applicable)

Road sign examples

Your roadside sign will be designed by our team using our template, and sent to you for review and approval.



Friday 8 April

loganarts.com.au



Thursday 7 April

loganarts.com.au



LOGAN ENTERTAINMENT CENTRE
170 Wentworth Rd, Logan Central, QLD

The LEC is a 25 minute drive from Brisbane City, 45 minutes from the Brisbane Airport and Pacific Motorway 541, 25 and 45 minutes from the Gold Coast Pacific Motorway Exit 31.

Accommodation is available within a 15 minute drive from the centre.

Public Transport is also available to the LEC via the Logan Drivebus, Train, Strabuck, or the Gold Coast Sunbus. Please visit loganarts.com.au to map your journey.

CONTACT US:
Box Office: 07 3412 9626
entertainment@logan.qld.gov.au
[facebook.com/loganentertainmentcentre](https://www.facebook.com/loganentertainmentcentre)
[instagram.com/the_lec](https://www.instagram.com/the_lec)

ARTS **LOGAN**



LOGAN ENTERTAINMENT CENTRE

FIONA O'Loughlin LIVE

Saturday 26 March

loganarts.com.au

PARKING ➔

Performing Arts Events

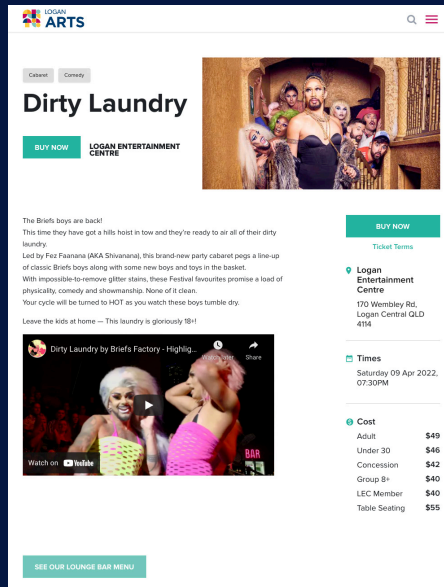
Catered Functions

CITY OF LOGAN

Digital marketing

The Logan Arts website:
loganarts.com.au

- Your event will have its own event page with a **810px (W) x 450px (H)** image. Please provide 2x high res images and a 200 word blurb.
- Your event listed on the Logan Arts home page "What's On" section + the "What's On" dropdown menu + the "What's On" section of the Logan Entertainment Centre page.



Foyer TV screens

- LEC has two dedicated LCD screens with rotating images. Inclusion in this display is complimentary, please supply a high res **1280 (W) x 720 (H) px** image.



In-house signage

LEC can display promotional material in the foyer area (at the venue's discretion). We accept DL flyers and pull up banners.



WAYO/mobile digital poster

- LEC has one mobile digital poster. This is a portrait orientation LCD screen with rotating images. Inclusion in this display is complimentary, please supply a high res **1080 (W) x 1920 (H) px** image.





Facebook

The LEC has a growing and engaged Facebook fan base of over 4,500.

We ensure our posts are informative, interactive and entertaining.

We offer a minimum of two Facebook posts per event at no cost. Please supply marketing copy and images at **1200px (W) x 628px (H)** or **1200px (W) x 1200px (H)**.

For details and updates you can Like and Follow our Facebook page:

 [facebook.com/loganentertainmentcentre](https://www.facebook.com/loganentertainmentcentre)



Facebook post example



Facebook event banner

Email marketing

Monthly eNEWS

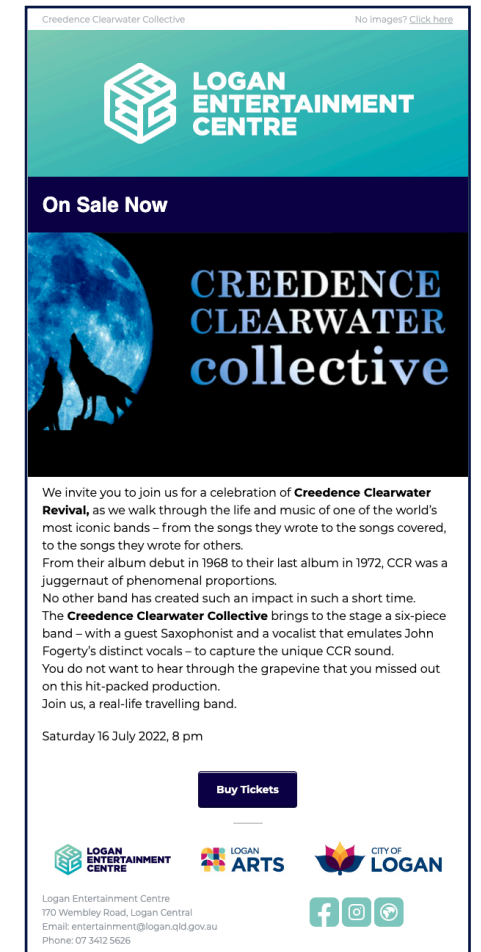
We will include your show in one edition of our monthly eNewsletter to our 12,000+ subscribers. This is complimentary. Please provide an image in landscape format.



Dedicated eDM

The LEC can design a specific eDM for your show. This can be sent to our entire database or targeted to a specific demographic.

Cost \$300 per eDM - once only. Please provide an image in landscape format.



Booking form

LEC offers a range of complimentary marketing opportunities as well as paid options.

Please complete and submit the form below to advise us of your marketing requirements.

Required formats and sizing for marketing collateral are detailed in this guide.

Please note: Placement and timing of marketing collateral is at the venue's discretion.

Paid marketing options

Promotion Option	Occurrence	Collateral	Format/Image	Cost	Yes	No
LEC Season Program	Published quarterly	Panel advertisement 70 mm x 148.5 mm	Jpeg Image size = 63 x 70 mm	\$150		
LED road sign	On rotation	LED road sign on Wembley Road	Jpeg format 800 px (W) x 600 px (H)	\$300		
Dedicated eDM	Once	Show specific eDM to 12,000 subscribers	Landscape image; Supplied marketing copy	\$300		
Social Media Advertising	As requested	Facebook/ Instagram ads	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H) or 1080 px x 1080 px; Supplied marketing copy	Minimum Cost: \$200 + 20% admin fee		

Complimentary marketing - NO CHARGE

Promotion Option	Occurrence	Collateral	Format/Image
Website show listing	Live when show goes on sale	Page image	Landscape 810 px (W) x 450 px (H)
		Marketing content	Supplied marketing copy
eNewsletter	Monthly	1 x subscriber eNews inclusion	Email format featuring show information 1920 px (W) x 1080 px (H)
In-house signage	Live when show goes on sale (rotation of images)	Foyer TV Screen	1280 px (W) x 720 px (H)
	When received from promoter	Banner	Pull up banner
		Flyer	DL size
Live when show goes on sale (rotation of images), and Welcome details on day of performance	WAYO digital poster	1080 px (W) x 1920 px (H)	
Facebook	As appropriate	2x Facebook posts on LEC page	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H); Supplied marketing copy
		Facebook event on LEC page	1920 px (W) x 1080 px (H)
		Video for webpage, eDM or Facebook	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H); Supplied marketing copy



LOGAN ENTERTAINMENT CENTRE

170 Wembley Rd, Logan Central

The Logan Entertainment Centre is owned and operated by Logan City Council, providing quality facilities for our community and visitors.

Every care has been taken to ensure the information in this brochure is correct at the time of printing.

For more information on any of our Marketing Packages please contact the Marketing Team.

Contact us:

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 **loganarts.com.au**

 **[facebook.com/
LoganEntertainmentCentre](https://facebook.com/LoganEntertainmentCentre)**

 **instagram.com/the_lec**

