

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 Highlights, eDM's, digital road sign 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.



Season program - folded A3

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

Other features include a fully integrated ticketing system with access control, 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 Highlights brochure, dedicated eDM, your show image on our digital road sign, print ads in the *Our Logan* magazine as well as paid social media advertising.

Our Logan is published quarterly for summer, autumn, winter and spring and distributed at the beginning of each new season. Free print copies of *Our Logan* magazine are available across the City of Logan. You can also read the latest issue on-line by visiting ourlogan.com.au

Events are also posted on the website's What's On section.




Our Logan magazine

Season Highlights

LEC produces a Season Highlights brochure 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*.





Season Highlights

SEPTEMBER TO OCTOBER 2024

loganarts.com.au



Contemporary Dance

Silence

Tuesday 11 October

Through the beating of a drum, bodies breath through white noise to continue a 200-year old conversation. We tell no story. We no repetition. **SILENCE** pushes the Treaty conversation out from under the rug, and invites you to make it a talking point!

Choreographed by **Thomas & Eddy** (Tangipahua), Wairua and Ngāwhānui, **SILENCE** is powerful dance performance featuring seven performers on a minimalist set.





Comedy Theatre

Menopause the Musical

Thursday 15 September

Four women at a lingerie sale have nothing in common but a black bra, the memory loss, hot flashes, night sweats, not enough sex, too much wine and more. Inspired by a hot flash and a bottle of wine, **Menopause the Musical** is a celebration for women who are on the brink of, in the middle of, or have survived "The Change".

This subversive musical parody will tickle laughs from the 60s, 70s and 80s while have you cheering and dancing in the aisles!





Drama

Dreams - Fleetwood Mac and Stevie Nicks Tribute Show

Friday 16 September

Join us for a massive 2 hours plus show as **Dreams** pay tribute to one of the world's best-selling bands of all time **Fleetwood Mac** and the solo career of their leading lady **Stevie Nicks**.

Bring your own heart, your gypsy spirit, and all the hearts you can muster as we bring all the songs, the outfits, and the signature moves of **Stevie** and the band.

Great harmonies • big guitar leads • lots of iconic **Fleetwood Mac** songs.





Music

80s - Ultimate 80s Superhits

Friday 23 September

80s pronounced Eighty Oh-ty is a dynamic stage concert for all ages, designed to transport some of the biggest hits and most memorable tunes from the 1980s to today's audiences.

Backed by a rockin' band comprised of seasoned professionals who lived and breathed the 80s, these young and talented ladies come together to create the signature sound and spectacle of **80s** Jam on a smashing live tour of some of the best-loved decades in music history: the unforgettable 80s!





Music

Logan Seniors Big Day Out

Friday 7 October

Logan seniors will be able to relieve their youth with an action-packed day of fun! The day will be a celebration of activities including: laughter yoga, "Punk 'n' Pop" musical design, greeting card and original crafts, entertainment and so much more!

For those who want to indulge in relaxation, there'll be free pampering. For those who want to learn a new skill, there will be a host of workshops to cater for all new interests. There will also be plenty of games, live rock food on offer.





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Music

1954 Ella, Etta & Eartha

Friday 21 October

Singing some powerful soul and steadily sassy featuring **Misses Women** and her band. It's the new 1954 **Ella Fitzgerald**, **Etta James** and **Eartha Kitt** are all at the dizzy heights of their careers.

These three women broke new ground for all who followed in this magnificent era in music and inspiring trio of pioneering origins. 50s style abound.





Drama

Summer of the 17th Doll

by Ray Lawler

Wednesday 24 October

Directed by **Benny Lawrence**

A beautifully observed, heart on the sleeve, poignant play, **Ray Lawler's** much-loved **Summer of the 17th Doll** comes to life for 16 years have written its roots in the Australian stage scene and travelled back to Melbourne to meet up for five months of partying and romance with their former girlfriends. But this seventeenth summer will prove challenging for them all.





Music

Simon Gardner's Classic Rock Legends of the 80s and 90s

Friday 4 November

Below the heady days of fist pumping, head banging, anthems screaming classic rock from the 80s and 90s with this awesome rock n' roll production.

Experience the thrill of one of Australia's best rock n' roll singer-songwriters, **Simon Gardner**, as he whips you into a frenzy of all-out rock n' roll.

Recalling the prime, heart pumping tunes and theatrical antics of heavy rock classics from members of the genre.





Music

Alexander Gadjevo Concert

Friday 11 November

Alexander Gadjevo is the First Prize winner of the prestigious and internationally renowned 2021 Sydney International Piano Competition (the Sydney).

Awarded by an international jury, Gadjevo will share all his prize winnings to the Prudential - a first for any competitor in the Sydney's 44 year history.

Alexander Gadjevo's debut tour will take place October to November 2022.





Music

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KARU • BunkDance • Queensland • Logan Entertainment Centre

Queensland • Logan Entertainment Centre

LOGAN ENTERTAINMENT CENTRE
170 Wentworth Rd, Logan Central, QLD

The LEC is a 35 minute drive from Brisbane City, 45 minutes from the Brisbane Airport, 100 minutes from the Gold Coast, 120 minutes from the Pacific Highway, 50 minutes from the Pacific Highway, 50 minutes from the Pacific Highway, 50 minutes from the Pacific Highway.

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

Public Transport is also available to the LEC via bus, to the Westgate Train Station, or via taxi. Please visit loganarts.com.au to map your journey.

CONTACT US:

Bus Office: 07 3442 9626

entertainment@logan-alc.qld.gov.au

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

Instagram: [logan_arts](https://www.instagram.com/logan_arts)

ARTS • LOGAN

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Unfolded A3 Season Program

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.



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.



LEC Windows

LEC displays selected Season Highlights on the glass windows next to the foyer entrance and KIOSK outdoor counter.



A3 Posters

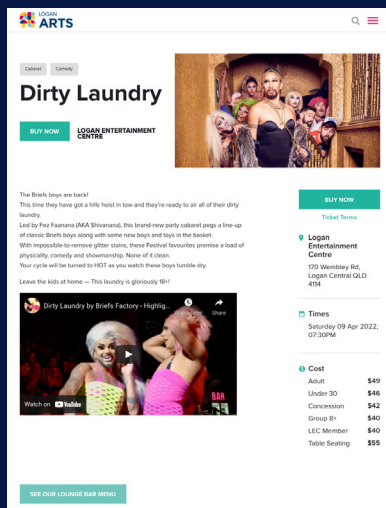
Selected shows are highlighted as A3 posters on the back of amenity doors and at the front exterior of the venue.



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:
 - 1x landscape and 1x portrait high-res image (will be used for printed collateral also)
 - Maximum 700-character (with spaces) synopsis for your event
 - Up to three event reviews/endorsements
 - PNG logo (if required)
 - MP4 video or YouTube URL.
- 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.





Facebook and Instagram

The LEC has a growing and engaged Facebook fan base of over 7,500.

The LEC Has a growing and engaged social media fan base with over 7,500 Facebook followers and 1,000 on Instagram.

We offer a minimum of two Facebook/Instagram 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 and Instagram pages:

 **facebook.com/loganentertainmentcentre**

 **instagram.com/@the_lec**



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.

No images? [Click here](#)



LOGAN ENTERTAINMENT CENTRE

SHOW UPDATE - DECEMBER 2021

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Christmas Show

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Black Cockatoo

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LOGAN ENTERTAINMENT CENTRE



LOGAN ARTS



CITY OF LOGAN

Logan Entertainment Centre
170 Wembley Rd, Logan Central
Email: entertainment@logan.qld.gov.au




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.

No images? [Click here](#)



LOGAN ENTERTAINMENT CENTRE

On Sale Now



CREEDENCE CLEARWATER collective

We invite you to join us for a celebration of **Creedence Clearwater Revival**, as we walk through the life and music of one of the world's most iconic bands – from the songs they wrote to the songs covered, to the songs they wrote for others.

From their album debut in 1968 to their last album in 1972, CCR was a juggernaut of phenomenal proportions.

No other band has created such an impact in such a short time.


The **Creedence Clearwater Collective** brings to the stage a six-piece band – with a guest Saxophonist and a vocalist that emulates John Fogerty's distinct vocals – to capture the unique CCR sound.

You do not want to hear through the grapevine that you missed out on this hit-packed production.


Join us, a real-life travelling band.

Saturday 16 July 2022, 8 pm


Buy Tickets



LOGAN ENTERTAINMENT CENTRE






LOGAN ARTS



CITY OF LOGAN

Logan Entertainment Centre
170 Wembley Road, Logan Central
Email: entertainment@logan.qld.gov.au
Phone: 07 3412 5626



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
Facebook and Instagram	As appropriate	2x Facebook/ Instagram posts on LEC page	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H); Supplied marketing copy
		Facebook/ Instagram event on LEC page	1920 px (W) x 1080 px (H)
		Video for webpage, eDM or Facebook/ Instagram	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:

☎ **07 3412 5626 (Box Office)**

✉ **MelanieDark@logan.qld.gov.au**

🖱 **loganarts.com.au**

📘 **facebook.com/
LoganEntertainmentCentre**

📷 **instagram.com/the_lec**

