



**KINGSTON  
BUTTER  
FACTORY**

# MARKETING SERVICES

## **Kingston Butter Factory Cultural Precinct**

We offer a range of marketing options to complement your marketing campaign and promote your performance.

[loganarts.com.au](http://loganarts.com.au)



LOGAN

**ARTS**



CITY OF

**LOGAN**

**Kingston Butter Factory Cultural Precinct (KBF) 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 intimate theatre productions in the indoor Blackbox Theatre to large scale community events and concerts on the massive outdoor stage.

The well-equipped state-of-the-art audio visual equipment is managed by skilled production specialists capable of creating the right atmosphere for every event.

The venue offers a servery for outdoor events and there's room for food trucks as well. Indoors, the bar/kiosk serves pre-show refreshments and beverages. For event catering, ask to speak to the catering team.

Other features of the venue include an on-site ticketing system, Wi-Fi, off-street parking, location adjacent to the Kingston train station, and full access for people with disability.

If you're staging an event, KBF offers a range of marketing options to complement your marketing campaign, from social media advertising to signage and direct marketing.

**Please see table on page 7 for all digital and signage size requirements.**

All events ticketed by Logan Arts appear on both the Logan Arts website ([loganarts.com.au](http://loganarts.com.au)) as well as Council's Our Logan website ([ourlogan.com.au](http://ourlogan.com.au)).

*Our Logan online City Magazine*



# SEASON HIGHLIGHTS

KBF produces a Season Highlights brochure which showcases the shows on offer during our three annual seasons.

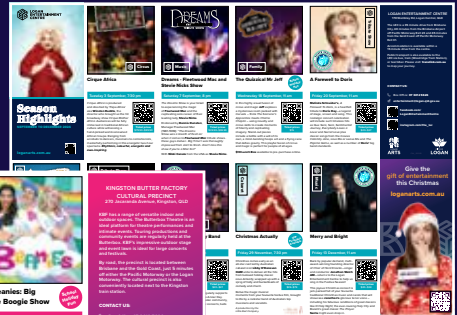
The brochure is a concertina-folded A3, that highlights KBF shows on one side and Logan Entertainment Centre shows on the other side. 500 copies are folded with the KBF side facing out and 500 copies are folded with the LEC side facing outwards.

Unfolded A3 prints are distributed to Council's Community Centres, local cafes, shops and community venues to use as posters. A fully accessible online version is also available on our website.



Folded Season Highlights brochure. Size = 148x70mm

- Free - Inclusion in this brochure is subject to availability. Up to 10 shows per season can be accommodated.

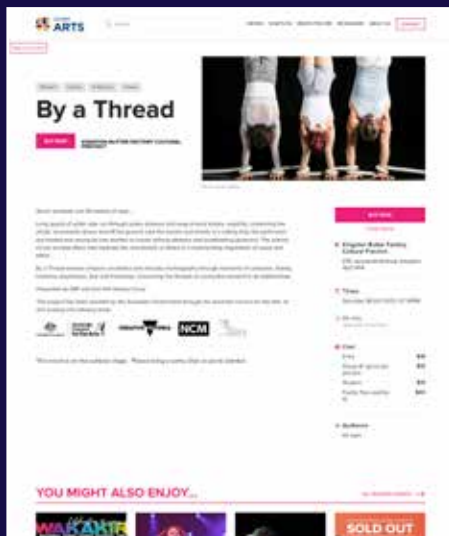


Unfolded A3 poster examples - KBF on one side and LEC on the other side.

# 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 marketing copy (approx. 200 words).
- 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 Kingston Butter Factory page.



## Outdoor signage

Events can be advertised throughout the KBF grounds at the venue's discretion, via Light Pole Banners, Bollard covers and a Wall Banner next to the main entry.

### Bollard Covers

The three-sided corflute bollard covers are placed over various timber bollards on the entry way into the KBF main building and beside the car park. There are 4 bollard covers each season which advertise up to 3 shows per bollard. Advertising on these bollard covers is at the venue's discretion.



### Light Pole Banners

Three 610 x 1200mm banners are available to advertise shows. These are located around the grassed seating area in front on the stage. Advertising on these banners is at the venue's discretion.



## Wall Banner

Located next to the KBF main building entry atrium. Size is 2 x 3 m. Advertising on the large wall banner is at the venue's discretion.



## Indoor signage

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

## Foyer TV screens

- › KBF has a dedicated LCD screen with rotating images. Inclusion in this display is complimentary.



### Car Park TV screen

- › A portrait orientation digital screen, is mounted next to the car park at KBF. Inclusion in this display is complimentary.

## Social media



KBF has a growing and engaged Facebook and Instagram fan base.

We offer a minimum of two Facebook posts per event at no cost. Additional paid advertising can be arranged. Please supply marketing copy and images.

KBF can create a Facebook event if not already created on other Facebook pages.

For details and updates you can like and follow our social pages:

**facebook.com/kbfculturalprecinct**  
**instagram.com/kbfculturalprecinct**



Facebook post example



Email marketing

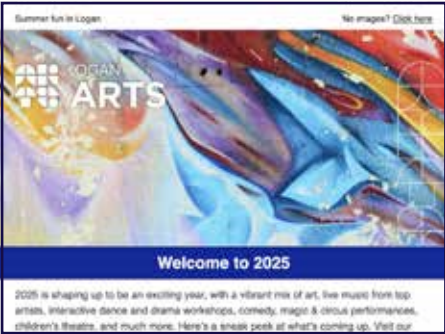
KBF monthly e-newsletter (EDM)

A monthly newsletter goes out to KBF subscribers (2,194 and growing) with links to the month's events on the Logan Arts website.



Logan Arts e-newsletter (EDM)

Monthly Logan Arts and KBF newsletters are sent to 5,600 + subscribers. Your event will be listed in both newsletters at the discretion of the marketing team.



Dedicated e-newsletter (EDM)

A dedicated e-newsletter to subscribers may also be available for a fee of \$150.



# SUMMARY OF MARKETING OFFERINGS

## Paid marketing options

Promotion Option	Occurrence	Collateral	Format/Image	Cost
KBF Season Highlights pocket brochure	Published in 3 seasons		Pending program style	\$150
Social media	As requested	Facebook and Instagram ads	1200px (W) x 628px (H) or 1200px (W) x 1200px (H); Supplied marketing copy	Minimum Cost: \$200 + 20% admin fee
Dedicated EDM	As requested			\$150

## Complimentary marketing - NO CHARGE

Promotion Option	Occurrence	Collateral	Format/Image
Website show listing	Live when show goes on sale	Page image. Videos can also be added.	Landscape 810px (W) x 450px (H)
		Marketing content	Supplied marketing copy
Logan Arts and KBF eNewsletters	Monthly	eNews inclusion at the venue's discretion	
In-house signage	Live when show goes on sale (rotation of images)	Foyer TV Screen	1280px (W) x 720px (H)
	Live when show goes on sale (rotation of images)	LED digital poster in the KBF carpark	1080px (W) x 1920px (H)
	When received from promoter	Banner	Pull up banner
		Flyer	DL size
	Live when show goes on sale	Printed posters on back of doors in indoor and outdoor amenities	A4
Facebook and Instagram	As appropriate	2x Facebook and Instagram posts on KBF page	1200px (W) x 628px (H) or 1200px (W) x 1200px (H); Supplied marketing content. Video content is a good option.
		Facebook event on KBF page if not already created by hirer	1920px (W) x 1080px (H)



**KINGSTON  
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**270 Jacaranda Ave, Kingston**

The Kingston Butter Factory Cultural Precinct 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 publication.

Please contact us for any further information.

**Contact us:**



**Box Office: 07 3412 5626**



**CarolineMilford@logan.qld.gov.au**



**loganarts.com.au**



**facebook.com/kbfculturalprecinct**



**instagram.com/kbfculturalprecinct**

**Venue Bookings:**



**Bookings: 07 2803 4700**



**kbfprecinct@logan.qld.gov.au**

