



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



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) as well as Council's Our Logan website (ourlogan.com.au).

Our Logan online City Magazine



The screenshot shows the homepage of the Our Logan online City Magazine. At the top, there is a search bar and a language selection dropdown. The main navigation menu includes links for PEOPLE OF LOGAN, MOVERS + SHAKERS, ARTS + CULTURE, LEISURE, KIDS + FAMILY, WHAT'S ON, COUNCIL, MAGAZINE, and SUBSCRIBE. A 'FEATURED' section displays three images: a boy playing soccer, a boy working on a craft, and a girl holding a colorful object. To the right, there is a thumbnail for the 'OUR LOGAN' magazine, which features a woman in an orange dress and the text 'CLICK ON COVER TO READ' and 'CATALYST FOR CHANGE'. The bottom of the page includes a footer with the text 'KIDS + FAMILY' and 'Supplements: K, 2020 | L, 2020-2021'.

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.

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



*Folded Season Highlights brochure.
Size = 148x70mm*



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



Saturday 14 September - 8 pm

Foreigner, local and international music, the Ghana Road Show is a unique and exciting musical journey. This show features local artists, featuring their own unique styles, and showcasing the rich musical heritage of Ghana. The show is a blend of traditional and modern music, with a focus on the rhythms and sounds of Ghana. The show is a great way to experience the rich musical culture of Ghana, and to learn more about the country's history and traditions.

Hold at the KBF Butter Factory.

loganarts.com.au



Interactive Music Workshop Series

Interactive Music Workshop Series is a series of workshops designed to introduce children to the world of music. The workshops are designed to be fun and interactive, with a focus on exploring different instruments and musical concepts. The workshops are suitable for children of all ages, and are designed to be accessible for individuals with disabilities and special needs. The workshops are designed to be inclusive and welcoming, and are aimed at providing a safe and supportive environment for all participants.

Hold at the KBF Butter Factory.

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Wednesday 19 December - 3.30 pm

Underdog Film Festival and VIP Afterparty is a unique and exciting film festival that celebrates the underdog. The festival features a variety of films, including documentaries, shorts, and feature films, that focus on the underdog. The festival is designed to be inclusive and accessible for individuals with disabilities and special needs. The festival is a great way to experience the underdog perspective and to learn more about the underdog. The festival is a great way to experience the underdog perspective and to learn more about the underdog.

Hold at the KBF Butter Factory.

loganarts.com.au



Friday 20 December - 10 am & 1 pm

The Boomer Big Boogie Show is a unique and exciting show that features a variety of music, including blues, rock, and country. The show is designed to be inclusive and accessible for individuals with disabilities and special needs. The show is a great way to experience the blues perspective and to learn more about the blues. The show is a great way to experience the blues perspective and to learn more about the blues.

Hold at the KBF Butter Factory.

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Friday 20 December - 10 am & 1 pm

Christmas Activity Show is a unique and exciting show that features a variety of activities, including crafts, games, and music. The show is designed to be inclusive and accessible for individuals with disabilities and special needs. The show is a great way to experience the activity perspective and to learn more about the activity. The show is a great way to experience the activity perspective and to learn more about the activity.

Hold at the KBF Butter Factory.

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Friday 20 December - 10 am & 1 pm

Merry and Bright Show is a unique and exciting show that features a variety of music, including blues, rock, and country. The show is designed to be inclusive and accessible for individuals with disabilities and special needs. The show is a great way to experience the blues perspective and to learn more about the blues. The show is a great way to experience the blues perspective and to learn more about the blues.

Hold at the KBF Butter Factory.

loganarts.com.au



Give the gift of entertainment this Christmas loganarts.com.au

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Hold at the KBF Butter Factory.

loganarts.com.au



Saturday 7 December

The City of Logan Christmas Carols is the city's biggest annual Christmas event, celebrating the spirit of the season with a variety of performances. Bring your own chair or enjoy a festive picnic with friends and family. The event is a great way to get into the Christmas spirit and to experience the magic of the season. The event is a great way to get into the Christmas spirit and to experience the magic of the season.

Hold at the KBF Butter Factory.

loganarts.com.au



Sunday 27 October - 7 pm

Join us to witness the most spectacular fire competition in the world, the TOA OLE API-PAWI LEVASA Fire Knife Competition. This competition is a unique and exciting event, featuring traditional fire knife performances from around the world, including the Philippines, Indonesia, and the Pacific Islands. The competition will be held at the KBF Butter Factory, and will be a great way to experience the beauty and skill of these traditional performances. The competition will be held at the KBF Butter Factory, and will be a great way to experience the beauty and skill of these traditional performances.

Hold at the KBF Butter Factory.

loganarts.com.au



Saturday 10 October - 1 pm

Loud and Proud Logan Festival is a unique and exciting festival that celebrates the spirit of Logan. The festival features a variety of performances, including music, dance, and drama, and is designed to be inclusive and accessible for individuals with disabilities and special needs. The festival is a great way to experience the spirit of Logan, and to learn more about the local community. The festival is a great way to experience the spirit of Logan, and to learn more about the local community.

Hold at the KBF Butter Factory.

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Friday 29 October - 7 pm

Butter Festival is a unique and exciting festival that celebrates the spirit of butter. The festival features a variety of performances, including music, dance, and drama, and is designed to be inclusive and accessible for individuals with disabilities and special needs. The festival is a great way to experience the spirit of butter, and to learn more about the local community. The festival is a great way to experience the spirit of butter, and to learn more about the local community.

Hold at the KBF Butter Factory.

loganarts.com.au



Friday 29 November - 7 pm

Comedy at The Butter Factory is a unique and exciting show that features a variety of comedians, including local and international talent. The show is designed to be inclusive and accessible for individuals with disabilities and special needs. The show is a great way to experience the comedy perspective and to learn more about the comedy. The show is a great way to experience the comedy perspective and to learn more about the comedy.

Hold at the KBF Butter Factory.

loganarts.com.au



Saturday 7 December

Troy Cassar-Daley Between the Fires 2024 is a unique and exciting show that features the iconic Troy Cassar-Daley. The show is designed to be inclusive and accessible for individuals with disabilities and special needs. The show is a great way to experience the Troy Cassar-Daley perspective and to learn more about the Troy Cassar-Daley. The show is a great way to experience the Troy Cassar-Daley perspective and to learn more about the Troy Cassar-Daley.

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loganarts.com.au



Saturday 7 December

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Hold at the KBF Butter Factory.

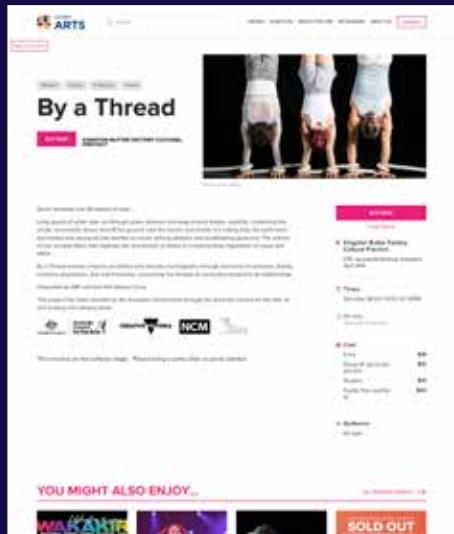
loganarts.com.au

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.

Welcome to 2025! [No images? Click here](#)

KINGSTON BUTTER FACTORY

What's On at KBF

Welcome to 2025!

Get ready for an exciting lineup of events at KBF in 2025. We've got an incredible range of concerts featuring top performers, including Island reggae sensation Fiji, iconic Australian singer Tim Freedman, and the talented Aussie rock band Taxide with Tim Watson, Tim Wild, Sean McLeod, Andy Motov, and Riley Smith. Plus, there's a fantastic mix of comedy, dance & drama workshops, magic & circus acts, and thrilling children's theatre. It's going to be a year full of unforgettable entertainment.

[What's On](#)

What's Coming Up

Island Vibes Tour

1 pm Sunday 2 February

Jammin Presents Island Vibes Tour
Featuring the King of Polynesian reggae, Fiji.

The tour hits Logan with an all-ages event, welcoming fans to enjoy a diverse mix of acts. Fans will also get to see performances from JKING, The G4s, and Bradenton, in addition to Fiji, Jesh Weea, KNova, and Wayne.

Don't miss the chance to experience Fiji's legendary

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.

Summer fun in Logan [No images? Click here](#)

LOGAN ARTS

Welcome to 2025

2025 is shaping up to be an exciting year, with a vibrant mix of art, live music from top artists, interactive dance and drama workshops, comedy, magic & circus performances, children's theatre, and much more. Here's a sneak peek at what's coming up. Visit our

Dedicated e-newsletter (EDM)

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

World of Cultures Festival Returns to Kingston Butter Factory in August [No images? Click here](#)

WORLD OF CULTURES LOGAN '24

World of Cultures Returns to KBF

We are pleased to announce that SBS's World of Cultures festival is returning to the Kingston Butter Factory with the same energy that attracted over 3,000 people last year.

World of Cultures is a free, family-friendly event that brings the communities of Logan together in a vibrant showcase of cultural diversity.

We'd appreciate your permission to use your photo in our publications.

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)



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**

