



PRESS, MARKETING, AND PUBLICATIONS POLICIES

Contact: **Donald Webster** - Assistant Director, Marketing and Communications
212.992.8499 / donald.webster@nyu.edu

As part of your contract to present an event at NYU Skirball Center you must comply with the following policies:

1. Event Marketing and Ticketing Information Form
 2. Obtaining Approval for Promotional Materials
 3. Use of the Skirball Center Name, Logo and Lockups
 4. Sponsorship Restrictions
 5. Collaborative Promotional Opportunities
 6. Required Press Release Information
 7. Required Program Information and E-Program Options
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1. Event Marketing and Ticketing Information Form:

Before the Skirball Center can assist you with the marketing of your event and begin to sell tickets, the Event Marketing and Ticketing Information Form (the "Form") must be completed and returned. Return the Form as soon as your event is confirmed to maximize the marketing support available to you.

The Form should be submitted with at least two (2) high resolution images (300 dpi and no smaller than 4"x6"). Additional images and video may be provided. Video files should be formatted in flash live video (FLV). Every effort will be made to use all that is supplied. The more that you share, the more we can do to help promote your event.

Be sure to include all required credits and copyrights with your submissions. If this information is not received, we will assume there is none.

2. Obtaining Approval for Promotional Materials:

Your event should not be announced, publicized, or promoted in any way until you have received approval from a Skirball Center representative. Promotional materials do not need to be submitted along with the Form; they may be submitted as they are developed. Promotional materials include but are not limited to: press releases, advertisements, e-mails, brochures, postcards, flyers, invitations, websites, programs, and any other material produced to promote your event.

The Skirball Center must have the opportunity to review and approve all promotional materials before they are printed, posted, distributed electronically, or otherwise shared. Please allow for at least three (3) business days for review and to provide corrections or approval on your promotional materials. The

purpose of this review is not to judge content, but to approve the use of the Skirball Center name, logo and lockups, to ensure accuracy of event details and to ensure all policies outlined here are followed.

Submit all promotional documents for approval to the contact listed above.

All promotional materials are required to include the Skirball Center logo and/or lockup, see the next section for further details.

NYU Affiliated Events are required to credit the NYU Sponsor appropriately on all promotional materials. Example: “*Title of Event* is co-sponsored by New York University’s Center for Ancient Studies.”

3. Use of the Skirball Center Name, Logo and Lockups:

The Skirball Center name, logo, location, web address and ticketing information **MUST** be displayed clearly and consistently throughout all promotional materials.

Name: When referencing the Skirball Center in text, the following are permitted:

New York University’s Skirball Center for the Performing Arts

NYU Skirball Center for the Performing Arts

NYU Skirball Center (As a style note, do not use “the” before this version.)

Logo: The Skirball Center logo (sample at the top of this document) must be applied to all promotional materials, retain proportions and always appear over one solid color.

Lockups: Lockups are to be included on all promotional materials where ticketing information appears. A variety of lockups are available depending on the ticket details needed for your particular event (regarding ticket sales by web, phone and in person):



Logo, Lockups and other ‘Client Resources’ are available to download from the ‘PRODUCE’ section of the Skirball Center website. To access, visit:

<http://nyuskirball.org/page/produce/marketing>

case-sensitive password: sk1rb811

4. Sponsorship Restrictions:

Any application of sponsorship credit or use of other logos must be approved by the Skirball Center in advance of any commitment you may wish to make. Please keep in mind the following guidelines if you

are soliciting sponsorship for your event:

Credits: The Skirball Center has the right to limit the placement, size and prominence of all sponsorship credits. Corporate sponsorship credits are not permitted on the street, in the upper lobby, on the website or on the title page of a program. Text and reasonable logo credits for sponsors are permitted within your event's program.

Corporate sponsorship credit cannot appear to be advertising and corporate sponsors are not permitted to display or sell their products at the theater.

Other Logos: Except for those of the artist(s) performing onstage, other logos are not permitted on Skirball programs, signage, or website.

Please Note: Under no circumstances may materials include credits or references to:

- Alcohol, or drug-related products
- Sexually suggestive or explicit images or products
- Images or organizations which promote violent behavior
- Religious or political organizations
- Promotional products that may be given away for free on or near NYU premises

5. Collaborative Promotional Opportunities:

The Skirball Center's mission includes serving the NYU community and developing young audiences for live performance. Consistent with our goals, we offer some additional opportunities, when appropriate, to promote your events on-campus.

Postcards and Easel Poster: If you create postcards to promote your event they can be put on display in the Skirball lobby and a limited number can be distributed on campus. An easel poster (poster mounted on foam core, gatorboard, or similar material) can be put on display in front of our glass doors at street level up to four (4) weeks prior to your event subject to availability of space. Recommended poster dimensions are at least 60"(h) x 45"(w). Arrange for delivery of postcards or easel poster with the contact listed at the top of this document.

E-mail Announcements: Typically, two e-mails are sent out each month to a list of more than 45,000 Skirball Center patrons. Depending on the programming schedule, your event may be included in up to two (2) of these emails. However, there is no guarantee of placement or number of announcements in which your event will be included.

Website: Solely at the Skirball Center's discretion, your event may be listed on the website calendar. Event pages include details, descriptions, ticketing links, up to two (2) images and up to one (1) video clip (FLV format) per show.

Brochures, Electronic Signage, and Other: Events confirmed far enough in advance that are consistent with the Skirball Center's mission and vision may be considered for inclusion in various Skirball Center brochures, printed materials or electronic signage.

No events will be considered for placement without having a confirmed reservation.

6. Required Press Release Information:

Submit press releases to the contact listed above and allow three (3) business days for review and approval. The following **MUST** be included in all press releases:

NYU SKIRBALL CENTER:

The Jack H. Skirball Center for the Performing Arts is the premier venue for the presentation of cultural and performing arts events for New York University and lower Manhattan. Led by executive producer Jay Oliva (President Emeritus, NYU) and senior director Michael Harrington, the programs of the Skirball Center reflect NYU's mission as an international center of scholarship, defined by excellence and innovation and shaped by an intellectually rich and diverse environment. A vital aspect of the Center's mission is to build young adult audiences for the future of live performance.

www.nyuskirball.org

7. Programs:

If a printed program is desired for your event, you are responsible for writing, designing, printing and delivery to the Skirball Center. The Skirball Center must have the opportunity to review and approve your program before it is sent to print. Please allow for three (3) business days for review and approval. Delivery of programs should occur the day of your event and may be arranged with the Front of House Manager.

Advertising: You may secure advertising for your program and retain income from it. However, advertising relating to alcohol, drug-related products, sexually suggestive or explicit images or products, images or organizations which promote violent behavior, religious or political organizations is not permitted. Advertising may not contain references to NYU and may not advertise promotional products that may be given away for free on or near NYU premises. Upon receiving the program draft, the Skirball Center retains the right to exclude any advertising it deems inappropriate in a university setting.

Cover Page: Either the Skirball Center logo or full venue name (New York University's Jack H. Skirball Center for the Performing Arts) must appear on the cover page.

Required Copy: The following copy must be included in your program, without text changes, in the order you find it here. It is our preference that it be placed on the last pages of the program. The list of Skirball Center Staff may be re-formatted into columns as needed. A word document of this required copy can be requested.

Be sure to request the most up to date staff roster prior to producing your program.

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INVEST IN THE FUTURE:

The Skirball Center's ability to continue providing affordable ticket prices, presenting high-quality and innovative performances, supporting exciting young artists and developing new audiences for the future of live performance relies on the generous support of our friends.

Consider making a gift today, become a **Friend of the Skirball Center** and influence the future of the performing arts. Contributions are welcome through our website or checks made out to 'NYU Skirball Center' can be mailed to 60 Washington Square, Suite 503, NY, NY 10012.

NYU SKIRBALL CENTER:

Executive Producer: **L. Jay Oliva**
Senior Director: **Michael Harrington**
Operations Director: **Amy Coombs**
Assistant Director, Marketing and Communications: **Donald Webster**
Production Manager: **Jason Adams**
Manager, Ticket Services: **Lori Moore**
Business Manager: **Liz Olson**
Development Communications Manager: **Kimberly Olstad**
Front of House Manager: **Ian Tabatchnick**
Executive Assistant to Dr. Oliva: **Patrice Fealy**
Assistant Box Office Manager: **Jason Stuart**
Administrative Coordinator: **Barbara Espinoza**
Head Audio Technician: **Ethan Bade**
Head Lighting Technician: **Jeffrey Collier**
Head Stage Technician: **Erik Fulk**
Associate Audio Technician: **Alan Busch**
Associate Lighting Technician: **Stephanie Shechter**
Company Manager: **Erin Hopkins***
Education Associates: **Chloe Rae Edmonson***, **Ekene Okobi***

Assistant House Managers: **Adam Kreiselman**, **Yvonne Rigby**, **Molly Roberson**, **Kelly Strandemo**

Head Ushers: **Mindy Baucicot***, **Shawn Blepanno**, **Josh Blye**, **Evelyn Cruzatte***, **Amara Dieter**, **Chelsea Garbell***, **Ryan Hamelin***, **Colleen Jasinski**, **Rebecca Kostell***, **Meagan Kensil**, **Michelle Kuckuk**, **Jennie McGuinness**, **Katelyn Manfre**, **Justin Pifer**, **Stephanie Plachy***, **Paul Sanguino**, **Ari Schrier**, **Spencer Young**

House Staff: **Adam Carey***, **Shelby Coleman***, **Jon Crevier***, **Julia Deutsch***, **Samantha Garlock***, **Danielle Gimbal***, **Elena Glass***, **Lucas Green***, **Allison Holcomb***, **Justice Nnanna***, **Jamie Kingston***, **Blaine Miller***, **Addie Ogunfowora***, **Cindy Raphael***, **Jeff Reardon***, **Julie Regula***, **Karla Romero***, **Daniel Seth***, **Dustin Smith***

Box Office Staff: **Kaylee Alexander***, **Jared Arcari***, **Amritpal Bharth***, **Morgan Block***, **Alison Durkee***, **Abigail Garcia***, **Wilfredo Hernandez***, **Jessica Miranda***, **Ayden Rosenberg***, **Amalia Schiff***, **Danielle Spangler***, **Melanie Van Allen***, **Felicity Wilberg***, **Keaner Yee***

Administrative Student Staff: **Lisa Greenblatt***, **Jeremy Keller***, **Hannah Klein***, **Lauren Lawson***, **Jamie Lutz***, **Benjamin Miller***, **Michelle Nicotera***, **Crystal Tang***, **Jane Whitty***

**Denotes NYU Student*

Graphic Design: **Object Collective**

Publicity: **Blake Zidell & Associates**

Ticketing: **Theatermania/OvationTix**

NEW YORK UNIVERSITY:

President: **John Sexton**

Provost: **David McLaughlin**

Executive Vice President: **Michael Alfano**

Executive Vice President, Operations: **Alison Leary**

Vice President, Auxiliary Services: **Robert Kivetz**