



The University Co-op Presents the Cohen New Works Festival
March 28 - April 2, 2011
Winship Drama Building | University of Texas at Austin
coopnwf.org

Promotional Material Guidelines:

The PR/Marketing Team is excited to help you promote your show! The following is a list of guidelines as well as some general overview of what the PR/Marketing Committee will and will not be responsible for relating to the promotion of your show.

You are responsible for all posters, programs, fliers, handbills, and other promotional materials for your specific show. You will not receive extra money to print posters or programs/handbills so be sure you figure this expense into your allotted budget. We HIGHLY RECOMMEND that you make posters, flyers, and use online tools (facebook, twitter, blogs, email) to let people know about the Festival and your show! **Since your project is a part of the Festival, which is underwritten by the University Co-op, there are a few guidelines that you must adhere to when creating your promo materials.**

EACH member of your team must sign the media release found at coopnwf.org/press and return to the New Works Festival box in the Winship front office by **February 7, 2011**.

ALL PROMOTIONAL MATERIALS MUST BE APPROVED BY COURTNEY SALE OR NICOLE BARNES ON OR BEFORE February 25, 2011. You may email your images or post them to your wiki page. Please email Courtney and Nicole to let us know if you submit to the wiki page.

The official title is **“The University Co-op Presents the Cohen New Works Festival.”** You must use the full title on any public documents. The only acceptable abbreviation is the “Festival,” and may only be used if the full title has already appeared in the copy of your poster, handbill, blog, etc.

Any promotional materials (posters, programs, handbills, online, etc.) MUST contain the following elements:

1. The official Festival Logo. The logo can be found on our website under press.
 - The logo MUST remain complete and with the correct dimensions. You may alter the size as long as the complete title “The Co-op Presents the Cohen New Works Festival” is readable.
 - The logo may appear anywhere on your poster that is visible.
 - The logo must remain in its original color or black/white.
2. The official dates of the Festival “March 28-April 2, 2011” must appear on your promotional materials. The dates must be large enough to be visible and easily read.
3. The official website of the Festival must be visible and easily read.
 - Acceptable format for the website is: coopnwf.org

NOTE: If you are contacted by a member of the media, you MUST refer them to Courtney or Nicole, who will organize any interviews or other information needed by the media to publicize your project as an integral part of the Festival.

RESOURCES

The following sites/businesses may be helpful when creating your promo materials:

Kinko's

University Copy

48hourprint.com

4over4.com

handsonscreenshop.com

printplace.com/printing/poster-printing.aspx

Deadlines are very important and very serious for us. Please be sure to submit all materials in a timely manner!

ABOUT THE PR/MARKETING COMMITTEE

Courtney Sale and Nicole Barnes are the PR/Marketing Committee Chairs for the 2011 Festival. Questions, concerns, feedback, happy thoughts, and any spare coffee should be directed toward Courtney (courtneysale@yahoo.com) and/or Nicole (Nicole.barnes751@gmail.com) whose emails can also be found on the Festival website under contact.

What the PR/Marketing team does:

- create posters to promote all of the productions that are a part of the New Works Festival
- create and distribute a signature postcard to pass out or mail
- create and distribute the Festival Guide” with the schedule and short synopsis of each project
- submit press releases to local/national media - some individual projects may be spotlighted in these releases
- maintain a strong online presence to build buzz about the Festival
- distribute email blasts for the Festival

What the PR/Marketing team does NOT do:

- create and/or print your show's individual marketing materials
- remind you about press, print, and approval deadlines outlined in this document

Thanks! We can't wait to get the ball rolling on getting the word out about the wonderful creative things happening in the Festival this spring!

Best,

Courtney Sale and Nicole Barnes

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PR/Marketing Executive Committee