



Marketing Services Agreement

THIS FORM MUST BE COMPLETE AND A SIGNED LICENSING AGREEMENT MUST BE RECEIVED BEFORE ANY MARKETING OR PRESS CAN HAPPEN.

Dayton Live reserves the right to refuse to provide marketing services for performances that are in direct competition with its own presentations.

MARKETING SUPPORT IS CONTINGENT ON THE ABOVE AND TIMELINES INDICATED BELOW.

Event Name:

Venue:

Event Date:

On Sale Date:

Promoter/Licensee Contact Name:

Contact Email:

Contact Phone:

Marketing Start Date:

FREE! Included

Service	Description
Upcoming Events Email	Inclusion in the monthly upcoming events email. This email includes the image submitted for the website, event name, date, venue and link to buy tickets. You do not need to provide additional content for this email.
Event Listing On DaytonLive.org	Contact caryn.may@daytonlive.org. Copy and artwork must be received at least 10 business days prior to agreed upon presale or on sale date. Artwork for the website should not include any text. Dimensions needed are: <ul style="list-style-type: none">• 369x537 pixels• 540x540 pixels• 1920x1080 pixels

FREE! By Request

Service	Description
Use Of Previous Engagement Data	If your event has played one of our venues in the past, you are welcome to use your own data to market your new engagement via your own emails. Request your data file from helpdesk@daytonlive.org. This request must be received at least 10 business days in advance of your marketing effort.

Advertising Placement

Service	Description
Print, Outdoor, Digital, Radio & TV	If you would like to bill your event's advertising through Dayton Live or take advantage of our rates, we MUST place all advertising and a 50% deposit must be paid in advance to Dayton Live. All advertising requests must be made no later than 15 business days prior to desired run dates. Insertion orders/ad flights must be approved as quickly as possible and no later than 48 hours upon receipt from Dayton Live. There is a 15% commission on the total amount of advertising placed. The commission/fee for advertising placement is not calculated or included in this marketing services agreement. Contact sue.stevens@daytonlive.org no later than 4 weeks prior to your event for this service.

Please check this box if you would like to bill your event's advertising through Dayton Live.

PLEASE ENTER THE QUANTITY FOR EACH SERVICE DESIRED AND NOTE THE DATE BY WHICH CONTENT OR INFORMATION IS REQUIRED. All fees are non-negotiable and are due at settlement.

Website

Service	Description	Quantity	Price	Total Price
Google Pixel Installation	Installation of your Google conversion pixel on your Dayton Live content and ticketing pages. Contact helpdesk@daytonlive.org.		\$50	
Facebook Pixel Installation	Installation of your Facebook conversion pixel on your Dayton Live content and ticketing pages. Contact helpdesk@daytonlive.org.		\$50	

SUB TOTAL _____

Email

Service	Description	Quantity	Unit Price	Total Price
Dedicated Email	Dedicated special offer email to Dayton Live patrons. Subject to Dayton Live scheduling and approval. No complete .jpg emails or ecards. Content must be received no later than 10 business days prior to desired send date. Schedule with caryn.may@daytonlive.org.		\$500	

SUB TOTAL _____

Design | Signage

Service	Description	Quantity	Unit Price	Total Price
Graphic Design	One time fee to design ads, logos, collateral, posters, etc. Request must be made at least 6 weeks prior to event date and include all copy, art, and photos. Schedule with brad.mcadams@daytonlive.org.		\$500	
Digital Billboard (The Arts Garage, Second & Ludlow Streets)	Digital display may start 2 weeks prior to your event date. More time will be allocated if available. See DaytonLive_DigScreen_SPECS for art specifications. Artwork must be received at least 10 business days prior to the 2-week display period (at least 4 weeks prior to the event date). Schedule with danika.matulich@daytonlive.org.		\$500	
Venue Poster Position	Includes poster printing and placement. Your event's poster may be displayed in cases outside of the Victoria Theatre (if your event is in the Victoria) or at The Arts Garage. Poster positions at the Schuster Center are not available. The amount of time your poster will be on display is subject to scheduling. We can only guarantee 2 weeks of coverage. Artwork specs: Victoria display posters 34" x 58" finished size. Artwork can be enlarged to this size. Resolution 300dpi. Arts Garage vinyl clings 30.25" x 39.25" finished size. Resolution 300dpi. Artwork to correct dimensions must be received at least 10 business days prior to the 2-week display period (at least 4 weeks prior to the event date). Schedule with brad.mcadams@daytonlive.org.		\$175	

SUB TOTAL _____

Press & Publicity

<i>Service</i>	<i>Description</i>	<i>Quantity</i>	<i>Price</i>	<i>Total Price</i>
Press Release Localization & Sending	We are not able to share our media contacts with you, but we can send your release on your behalf. Content must be received no later than 10 business days prior to desired release date. Schedule with kailey.yeakley@daytonlive.org.		\$150	
Press Coverage & Night-Of Media Management	Includes soliciting, securing, and coordinating advance and in-town press, i.e. live or pre-recorded appearances and interviews. Artist transportation to and from appearances/ interviews is at the promoter's expense. If you elect to have Dayton Live pursue press coverage, this fee is charged regardless of results. This service must be scheduled at least 4 weeks prior to your event. Schedule with kailey.yeakley@daytonlive.org.		\$500	
Promotions & Ticket Trade With Media	We can obtain promotional contests, etc. or ticket trade with media outlets with which you are spending cash. Request must be made at least 4 weeks prior to the promotion. Schedule with sue.stevens@daytonlive.org.		\$100	

SUB TOTAL _____

Social

<i>Service</i>	<i>Description</i>	<i>Quantity</i>	<i>Unit Price</i>	<i>Boost Amount</i>	<i>Total Price</i>
Facebook Post To Dayton Live Page	Subject to Dayton Live scheduling and approval. Copy and image must be received no later than 10 business days prior to desired post date. Schedule with kailey.yeakley@daytonlive.org.		\$150		
Instagram Post To Dayton Live Account	Subject to Dayton Live scheduling and approval. Copy and image must be received no later than 10 business days prior to desired post date. Schedule with kailey.yeakley@daytonlive.org.		\$150		

SUB TOTAL _____

TOTAL FEES DUE AT SETTLEMENT (EXCLUDING ADVERTISING COMMISSION):

Signed/Authorized For Licensee By:**Name & Date (Printed):****Submit this completed form to sue.stevens@daytonlive.org.**

All marketing service requests are subject to approval by
Sue Stevens, Dayton Live's Vice President - Marketing & Communications.
 937-637-8157 or sue.stevens@daytonlive.org