

SPIN DIY Publicity Kits are professionally constructed in both content and design and are tailored to your specifications. Whether you desire ready-to-use formattable documents (such as Microsoft Word) or pre-set PDF copies we can assist.

Your kit can be customised to contain as much or as little information as you choose, to suit both your budgets and marketing plan.

Our standard kits include the Media Kit and Theatre Kit.

### **Media Kit /**

The Media Kit is designed primarily for, as the title suggests, the media - it will provide you with the bare essentials to help ensure, when distributed, your live-event/show captures media attention.

The standard content of the Media Kit includes:

- media release
- backgrounder
- fact sheet
- principal biogs
- images

### **Theatre Kit /**

Theatre Kits provide all the essential information any theatre marketing department will require to promote your show effectively.

The standard content of the Theatre Kit includes:

- brochure copy
- production synopsis
- backgrounder
- template media release
- template direct mailer
- cast list
- box office report sheet (suitable for fax or email)
- print requirements sheet (suitable for fax or email)
- images

Each of these kits can be adapted to carry additional material where required, please see next page for details.

The standard format kits will be supplied in digital format and where requested can be printed for an additional fee (quotations are available on request).

## Costs /

|                      |   |                            |
|----------------------|---|----------------------------|
| Standard Media Kit   | - | <b>£150.00+VAT</b>         |
| Additional items*    | - | <b>£25.00+VAT per item</b> |
| Standard Theatre Kit | - | <b>£200.00+VAT</b>         |
| Additional items*    | - | <b>£25.00+VAT per item</b> |

\* This could include word searches & puzzles for media competition use or simply additional items available from a differing pack.

EXAMPLES FROM A SPIN KIT (produced for SCO's tour of The Pearl Fishers):



If you wish to discuss your kit or to find out more, contact us now on /

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