



North Carolina Presenters Consortium, Inc.

ON STAGE IN NORTH CAROLINA

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www.OnStageinNC.com

NCPC/Our State Trade Guidelines 2011-2012

ATTENTION: DEADLINE & PROCESS FOR SIGNING UP FOR THE 11-12 AGREEMENT:

Members must officially request enrollment in the partnership for '11-12 no later than July 30, 2011 by 1) notifying the NCPC office by email of your desire to enroll, and 2) by sending the attached venue enrollment/ contact form directly to Amy Wood Pasquini at Our State, fax 336.286.0100 or by email to marketing@ourstate.com

Participation guidelines are outlined below. If your presenting organization cannot meet specific trade requirements completely as described, this need not necessarily void your participation, but you should contact NCPC & *Our State* to discuss additional creative options which may be substituted for the options as shown.

This is a mutually beneficial, unique partnership we are proud to co-sponsor and facilitate. NCPC's yearly display ads for the 10-11 season are now valued in excess of \$63,500.

Our State provides monthly ad space to promote NCPC-member events and to guide readers to www.OnStageinNC.com, in trade for NCPC member venues providing promotional support for *Our State*. NCPC, as an organization, will provide *Our State* with a year-round display ad/link on the homepage of www.OnStageinNC.com plus other benefits on this website as may be devised. NCPC will also provide a sponsorship link to *Our State* on its organizational website www.ncpresenters.org. As partners in the NCPC/Or State partnership, participating venues will include *Our State* display ads and/or inserts in event programs and playbills throughout the season, along with including the OUR STATE logo as a link on the venue's homepage or appropriate spot as an official Media Sponsor.

Our State provides to NCPC a total of 12 pages of custom-designed display advertising, promoting a sampling of performances hosted at partner venues. The current ad schedule provides for two-page spreads in three issues (October, November & April) with one page ads during remaining months excluding June-July-August.

The following trade options enable your venue to reenroll as an NCPC/OUR STATE partner:

_____ **1. Place an *Our State* ad in your venue's season playbill or program for each event.** Run a full-page (preferably color) or black-and-white ad for *Our State* in your program whenever possible. A CD will be provided to you with a color and black-and-white ad in full-page and half-page formats. Please keep *Our State* informed if you need additional materials by your deadline. **Remember: You are requested to run an *Our State* ad for each performance and mail a copy of your program to *Our State*.**

No program? If your venue doesn't have a printed program, you may run the *Our State* ad or logo with an acknowledgement statement in your brochures & publications and/or a periodic email announcement your venue's email newsletters. The *Our State* logo is found on the partnership CD. *Our State* will also provide attractive insert designs for your use so you can decide where they can be effectively placed.

_____ **2. Display the *Our State* logo as a link displayed on your website.** Provide presence on your website with the *Our State* logo and link to the *Our State* website, www.ourstate.com. You will find the *Our State* logo on the CD. We will be glad to link back to your website. Contact Amy Wood Pasquini for further information.

_____ **3. Exhibit beautiful color counter card at each performance.** *Our State* counter cards are available to display near your box office window, your lobby, buffet table at a special affair, or to place on an information desk. Counter cards are available through *Our State*. **Remember, you should display the counter cards for each performance. These colorful counter cards serve as a reminding link in the minds of your theatergoers to check their *Our State* magazine for upcoming shows.**

As an NCPC/*Our State* Partner, there's a rack full of benefits for YOU!

Magazines for Special Functions: If you would like *Our State* magazines for a luncheon, pre-theatre reception, or gift bags, please let *Our State* know and magazines will be shipped to you at no charge. Magazines can also be distributed by your ushers or advance-placed into seats, up to six times per year.

Complimentary Subscriptions for Theatre Friends: Thank your volunteers or board chair with complimentary subscriptions. Each venue can receive **five complimentary subscriptions to *Our State***. All you need to do is to provide *Our State* with names, addresses, and phone numbers -- and the subscriptions will be entered.

Complimentary Subscription for Participating Partners: If you participate in the NCPC/*Our State* trade, forward your address to Amy to receive **your own free subscription**.

Special Subscription/Cash Donation Offer: As a NCPC partner, you may offer your patrons a member benefit, and *Our State* will donate \$5 to your theatre for every new subscription ordered. Advertise this special offer through newsletters, your website, and direct mail. *Our State* will help you custom design the information for your patrons.

Calendar Listing in *Our State's* Dates and Events: Submit your events to Dates and Events in each issue of *Our State*. Visit www.ourstate.com to upload your event information. Click on Events & Links, then click on Submit An Event. Events must be received at least three months before publication date (example: January 1st for April events). All information is subject to editing and not guaranteed to appear. Limited space available.

Partnership Enrollment Procedure 2011-2012

Don't miss out on this valuable promotion!

- To enroll in the NCPC/*Our State* partnership, the NCPC presenting organization must notify NCPC Adm. Dir. Stephen Barefoot by phone or email of its desire to join this partnership program, and its agreement to the trade policies outlined. The attached Venue Contact Sheet must be completed and faxed to Amy Wood Pasquini at *Our State*. **Deadline, except for new members joining NCPC later during the year, is July 30.**
- Partners' events eligible for inclusion in the full-page NCPC display ad in OUR STATE must be **professional touring events, presented or co-presented by the member organization**. Independent promoter & rental events are NOT eligible.
- Your events must be fully posted (as the enhanced event listings @ \$9 each) at OnStageinNC.com to be eligible for transfer to the magazine ad. Partner venues **MUST** list their events at www.OnStageinNC.com **THREE MONTHS** in advance of magazine publication in order for events to be eligible for inclusion in the magazine ad.
- Photos used in the magazine ad are pulled directly from www.OnStageinNC.com. Photos are pulled on a random basis in an effort to provide diversity of style of event, location, size venue, etc., although photos must meet magazine photo-quality specs. Events which are scheduled at multiple venues in NC receive priority when possible.
- Event listings may be edited or cut due to space; an event's inclusion on the list distributed for proofing by NCPC does not guarantee inclusion in the final published ad.
- Venues may find published organizational or venue names abbreviated due to space limitations. Listing shall include name of event (title only, no stars, no producing companies, etc.) plus venue, city, box office telephone.
- **A PARTICIPATING PARTNER VENUE'S EVENT DATA MUST BE PROPERLY ENTERED AT WWW.ONSTAGEINNC.COM A MINIMUM OF THREE MONTHS PRIOR TO THE MONTH OF MAGAZINE PUBLICATION** (eg. June 1 for the September issue) to be eligible for the magazine ad. **If an event is missing a single component** (name of event, sponsoring organization, venue, city, box office telephone) **the event is NOT eligible to appear in the magazine ad.**
- Once the list has been compiled for the magazine and distributed via the listserv for proofing, **NO FURTHER EVENTS MAY BE ADDED. Do not email or phone the magazine or the NCPC office requesting that an event be included that was not posted at www.OnStageinNC.com at time of initial pull. WE HAVE ONLY 24 HOURS TO GUARANTEE THAT PROOFING ERRORS CAN BE CORRECTED. YOU SHOULD RESPOND TO THE NCPC LISTSERV PROOFING EMAIL IMMEDIATELY UPON RECEIPT. THIS IS THE ONLY WAY WE CAN MEET DEADLINES. NO EXCEPTIONS.**

For matters concerning the NCPC/*Our State* partnership, contact:

- Amy Wood Pasquini, Mrktng. Dir.; *Our State*, 800.948-1409; marketing@ourstate.com
- Stephen Barefoot, NCPC; 919.489.1541; stephen@goingbarefoot.com

To enroll in the Our State/NCPC, you must:

1) Notify Stephen Barefoot at NCPC of your enrollment by email to stephen@goingbarefoot.com;

2) Complete & fax this page to Amy Wood Pasquini at 336.286.0100 or email to marketing@ourstate.com.

NCPC Member Organizational Name & Web Address:
Contact name:
Mailing address (include street address if different from mailing address):
Email address:
Phone number:
Fax number:

Please send me the following items in order to fulfill the partnership agreement between NCPC and Our State / NC Signature magazines:

_____ *Our State* color and b&w ads (size ad preferred: _____) for theatre programs, and logos for additional promotions (newsletters, websites, etc.) – on CD.

_____ *Our State* counter cards to be displayed at the venue

_____ 50 complimentary magazines for theatre patrons or special events up to 6 issues a year. Please commit to distributing if ordering.

_____ Five subscription gift cards for complimentary *Our State* subscriptions for board members/special patrons/supporters.

_____ I would like additional information on how to have a fundraiser subscription drive with *Our State*.

_____ I would like additional information on how to advertise my venue in *Our State*.

A brief report documenting your venue's reciprocal trade services is required by season end, with program & ad samples mailed to Amy Wood at OUR STATE. Thank you very much.