



Marketing Opportunities

Solutions to drive awareness and sales to make your event a success!

Please complete the following information, print, sign at the bottom and fax or email back to the Facility Rentals Manager. The Facility Rentals Manager will review the information for questions and forward to the Scottsdale Arts Marketing Department.

INCLUDED AT NO CHARGE WITH ALL RENTALS

Website Event Page and Calendar Listing

Your event will have a dedicated event page and calendar listing on ScottsdaleArts.org. From the event page and event calendar, your patrons can buy tickets online (If your event requires tickets or RSVPs, this will be linked from the event page and managed by Scottsdale Arts.).

PROMOTIONAL OPPORTUNITIES – ADDITIONAL FEES APPLY

- Exterior light box poster: Yes No Price: \$250 (limited availability, as space allows). Renter must provide digital poster file for Scottsdale Arts to print at the specs provided.
- Email inclusion (Scottsdale Arts Email Newsletter): Yes No Price: \$500 per email inclusion*. Your event feature will include an image, 25–30 words of event copy, and a link to the event page on Scottsdale Arts website.
**The Center's monthly eblast is sent on the first Tuesday of each month to approx. 37k subscribers.*
- Email promotion (Dedicated): Yes No Price: \$800 per email. A dedicated email newsletter includes up to 3 images, max. 100 words of event copy, and a link to the event page on Scottsdale Arts website. The dedicated email will run on a mutually agreeable date and email metrics will be provided.
**List size varies depending on event type and target audience segment but will be determined in collaboration with renter.*
- Atrium digital screen inclusion: Yes No Price: \$150 per slide. Event included alongside other monthly events happening at the Center.
- Social media promotion (organic): Yes No Price: \$200
The Scottsdale Arts marketing staff will create two (2) organic social media posts to be published on Scottsdale Arts social media channels (including Facebook and Instagram).
- Social media promotion (paid): Yes No Price: \$250* for static ad build + campaign management
Price: \$500* for video ad build + campaign management
**non-inclusive of ad spend*
The Scottsdale Arts marketing staff will build and manage a custom social media advertising campaign, which includes advertising copy and custom audience targets with an end of campaign performance report.
**Minimum campaign spend of \$250/maximum spend of \$1,500. Ad run time is dependent on budget.*
- Scottsdale Arts guidebook ad: Yes No Price: Scottsdale Arts Media Kit for pricing and details are available [here](#).

Name: _____ Title: _____

Signature: _____ Date: _____

Anne Parker
Facility Rentals Manager

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