TOBIN CENTER®
FOR THE PERFORMING ARTS

EVENT MARKETING & BRANDING GUIDELINES

CONTACTS

Director of Marketing
Lauren Keck
Lauren.keck@tobincenter.org
210-223-3333

Marketing Coordinator & Social Media
Sara Jauregui
Sara.jauregui@tobincenter.org

ADDRESS

Theater Address
Tobin Center for the Performing Arts
100 Auditorium Circle
San Antonio, Texas 78205

Mailing/Billing
Tobin Center for the Performing Arts
Attn: Lauren Keck
115 Auditorium Circle
San Antonio, Texas 78205

TICKETING

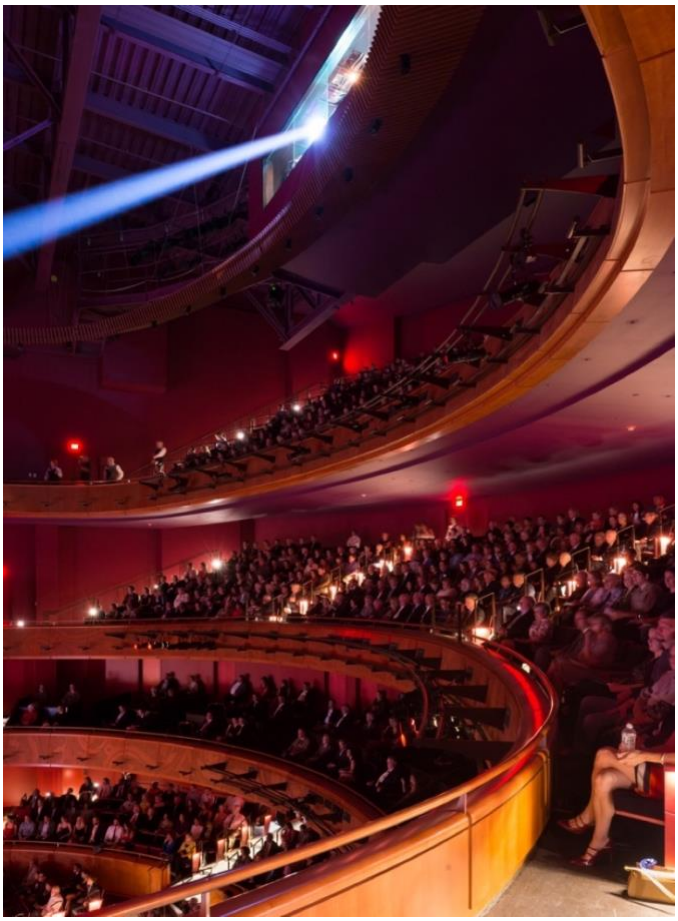
Ticket Provider: Tobi
Ordering Phone Number: 210-223-8624
Online Ticket Ordering: tobincenter.org

Box Office Contact:
Patricia Moreno
patricia.moreno@tobincenter.org
210-212-0940

In Person:
Tobin Center Box Office
100 Auditorium Circle

Monday – Friday: 10 am - 6 pm
Saturdays: 10 am - 2 pm
2 hours prior to show time on performance days.

Standard Language:
Tickets are available online at tobincenter.org, via phone (210) 223-8624 or in-person at the Tobin Center Box Office (100 Auditorium Circle, 78205).





VENUE HIGHLIGHTS

Grand Opening: September 4th, 2014

Mission: To provide a world-class venue that promotes a diverse range of cultural, educational, and artistic experiences that improve the quality of life in San Antonio.

Owner: The Tobin Center is a private 501c3

Capacity for H-E-B Performance Hall: 1,745 reserved seating or 2,100 general admission.

Capacity for Carlos Alvarez Studio Theater: 280 reserved seating or 400 general admission.

Will Naylor Smith River Walk Plaza: 350 reserved seating or 900 general admission.

Food & Beverage Partner: Contract through Culinaire.

On-Site Parking:
The Tobin Center Parking Garage is located at 227 4th Street, 78205

General $15
Pre-Paid $12
Reserved $25
Valet $29

VENUE NAME, LOGO USAGE, OFFICAL PHOTOS, AND B-ROLL

- Please use "The Tobin Center for the Performing Arts" as the official venue name
- "The Tobin Center" is acceptable in the case of a press release once the full official name has already been used in the press release
- Approved logos can be found **HERE**.
- Approved photos of the venue can be found **HERE**.
- B-roll is available upon request.

EVENT ASSETS NEEDED PRIOR TO ANNOUNCE:

- Ad mat or customized local art sized at 1600x900 and 1080x1080 px
- Event description
- (:30 or :60) radio spot (if available)
- (:30 or :60) HD TV spot (if available)

MARKETING MENU

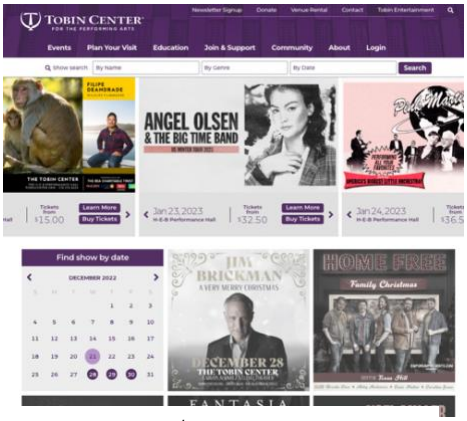
SERVICE	*STANDARD PRICE*	*RESIDENT PRICE*
Event listed on tobincenter.org	No fee	No Fee
Announcement or Pre-Sale Email	No fee	No fee
Dedicated Email	$.05/email	First dedicated email is complimentary, $250 for additional dedicated emails.
Weekly "Coming Soon" Email	$250/week, complimentary the week prior to event	No fee
Social Media Post	$300	No fee for the first, $75 for additional posts
Facebook Event Page	$300, no fee to add us as a co-host	$75, no fee to add us for co-host
Social Media Ad	$300, does not include the cost of ad	$75, does not include the cost of ad
Video Monitors and Plaza Screen	No fee	No fee
Box Office Poster	$250	$100
Large Lobby/Parking Garage Banner	$450/banner	$375/banner
Outdoor Backlit Signs	$250	$100
Rack Card Printing	$350/1000 Cards	$250/1000 Cards
Rack Card/Flyer Distribution	$150/show	$150/show
Press Release Writing	$400	$200

Press Release Distribution	$550	$275
Digital Highway Billboards	$1000/Week	$500/week
Full Graphic Design Services	$4500	$3000
SA Current Listing Ad	$150	$150

WEBSITE/ANNOUNCING YOUR EVENT

To announce your event, please send the description and localized art at least THREE (3) business days in advance of the date you would like to announce, less advance notice will incur a $150 rush fee. These elements will be used for in-venue marketing and event branding. PLEASE NOTE – Event must already be built with the Tobi Box Office.

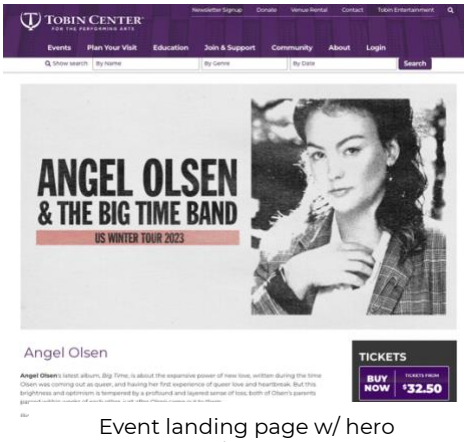
ELEMENTS REQUIRED	***DIMENSIONS***	***INCLUDE***	***PRODUCTION / COST*** *(subject to change)*	***NOTES***
Hero Image	1600 x 900 px	Title, Date	No Fee	As seen in the main scrolling top image and on event page at tobincenter.org Videos and add'l 1600x900 images may be included on the event page. To include a video, provide youtube or vimeo link.
Calendar Image	1080 x 1080 px	Title	No Fee	As seen in the listings at www.tobincenter.org/events
Event Description	n/a	All pertinent event info	No Fee	



Home page w/ rotating hero images



Event listing w/ calendar images



Event landing page w/ hero image/description

EBLASTS

Each show receives a complementary eblast for their pre-sale or on sale. Additional eblasts can be sent to targeted lists at $.05/email sent. Eblasts are scheduled two weeks in advance. There is a limit of one eblast per day. Pre-sale eblasts take priority. We have 132,500 email subscribers as of December 2022 with an average open rate of 38%.

SERVICE	***DIMENSIONS***	***INCLUDE***	***COST*** *(subject to change)*	***ADDITIONAL ELEMENTS REQUIRED***
Announcement Eblast	1600 x 900 px	Title, Date	No Fee	Subject line, blurb about show, additional photos, links to videos, and/or details on ticket offer if applicable.
Dedicated Email	1600 x 900 px	Title, Date, promo offer, etc.	$.05/email to targeted lists.	Subject line, blurb about show, add'l photos, links to videos, and/or details on ticket offer if applicable.

SOCIAL MEDIA

Facebook @tobincentersa: 102,282 Followers
Please note as our venue ticket provider is Tobi, the Facebook event page is not automatically created, we require coordination on who is posting the event page (venue, artist, promoter, etc.).

Instagram @tobincentersa: 20,950 Followers
Twitter @tobincentersa: 9,017 Followers
YouTube @tobincentersa: 48 Subscribers
Tik Tok @tobincentersa: Just launched!

*Numbers current as of December 2022



SERVICE	*DIMENSIONS*	*INCLUDE*	*COST* *(subject to change)*	*ADDITIONAL ELEMENTS REQUIRED*
Facebook / Instagram Post	1080 x 1080 px	Title, Date, Website	$300	Please provide suggested social caption with clear CTA
Facebook Event	1920 x 1080 px	Title, Date	$300	Event description will be pulled from the website landing page
Social Media Advertising	1080 x 1080 px 1080 x 1920 px	Title, Date, Website	$300 + ad spend	Please provide suggested social caption with clear CTA

IN VENUE GRAPHICS

DIGITAL LOBBY MONITORS, KIOSKS AND JUMBO PLAZA SCREEN

GRAPHIC	*DIMENSIONS*	*INCLUDE*	*COST* *(subject to change)*	*NOTES*
Horizontal Lobby & Plaza Screens	1600 x 900 px	Title, Date, Website	Waived	The Tobin has 12 60-inch digital monitors throughout the lobbies and a jumbo LED screen on the Will Naylor Riverwalk Plaza facing the Riverwalk with rotating event graphics.
Vertical Lobby Kiosks	900 x 1600 px	Title, Date, Website	Waived	The Tobin has 4 vertical kiosks through the building with rotating event graphics.



Lobby Monitor

Kiosk image
Vertical Lobby Kiosk


Plaza Screen

PRINTED SIGNAGE & RACK CARDS

ITEM	***DIMENSIONS***	***INCLUDE***	***COST*** *(subject to change)*	***NOTES***
Lobby Entrance & Garage Banners	62" x 200"	Title, Show Date, ticketing information	$450	The Tobin Center has spaces for two large banners at our entrance and two in our parking garage. Spaces are subject to availability.
Box Office Poster	25.5" x 50.5"	Title, Show Date, ticketing information	$250	The Tobin Center has 12 large poster display boxes near our box office and patron services desk. Spaces are subject to availability.
Outdoor Backlit Poster	33" x 59"	Title, Show Date, ticketing information	$250	The Tobin Center has two double-sided backlit poster. Spaces are subject to availability.
Rack Card - Printing	4" x 9"	Title, Show Date, ticketing information, starting ticket price and event description	$350/1000 Cards	Art is required at least 2 weeks prior to desired display date.
Rack Card - Distribution	n/a	If we are not printing your rack cards, please provide rack cards at least a day in advance.	$150/show distributed	We will display your rack cards in our rack cards stands at no fee.

Printed asset images – rack card stands, lobby banners, backlits, box office posters

PUBLIC RELATIONS

SERVICE	***COST*** *(subject to change)*	***NOTES***
Press Release Distribution	$450	Please provide localized press release at least one week prior to desired send date.
Press Release Writing	$250	

DIGITAL BILLBOARDS

Ad sharing is available for the Tobin Center's three digital billboards around San Antonio. Each ad is shown for ten seconds every minute.

GRAPHIC	***DIMENSIONS***	***INCLUDE***	***COST*** *(subject to change)*	***NOTES***
Digital Billboards	1400 x 400 px	Title, Date, Website	$1000/week	For best visibility, artwork should be simple and easy to read with contrasting colors.



SAN ANTONIO CURRENT AD SHARING

The San Antonio Current is San Antonio's premiere bi-weekly source of alternative news, events and local culture.
The Tobin Center has the back cover and first inside page. Please contact us for details on ad sharing.