



EVENT MARKETING & BRANDING GUIDELINES



CONTACTS

Director of Marketing

Lauren Keck

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210-223-3333

Marketing & Promotions Coord.

Alyssa Hayden

Alyssa.Hayden@tobincenter.org

210-212-0927

ADDRESS

Theater Address

Tobin Center for the Performing Arts

100 Auditorium Circle

San Antonio, Texas 78205

Mailing/Billing Address

Tobin Center for the Performing Arts

Attn: Lauren Keck

115 Auditorium Circle

San Antonio, Texas 78205

TICKETING

Ticket Provider

Tobi

Phone Ordering

210-223-8624

Online Ordering

tobincenter.org

In Person

Tobin Center Box Office

100 Auditorium Circle

M-F: 10AM - 6PM Sat: 10AM - 2PM

Open 2 hours prior to showtime

BOX OFFICE CONTACT

Patricia Moreno

Patricia.Moreno@tobincenter.org

210-212-0940

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 14th, 2014

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

Capacity for Will Naylor Smith River Walk Plaza

350 reserved seating or 900 general admission

Food & Beverage Partner

The Tobin Center is contracted through Culinaire

On-Site Parking

The Tobin Center Parking Garage is located at [227 4th Street, 78205](#)

General | \$20

Pre-Paid | \$15*

Reserved | \$25*

Valet | \$29

VENUE NAME, LOGO, OFFICIAL PHOTOS/B-ROLL

- Please use “The Tobin Center for the Performing Arts” as the official venue name. “The Tobin Center” is accepted in the case of a press release once the full official name has already been used in the press release.
- The use of our logos and images without prior authorization is strictly prohibited.

EVENT ASSETS NEEDED PRIOR TO ANNOUNCE

- Ad mat or customized local art sized at 1600x900px and 1080x1080px
- 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/Pre-sale Email	No fee	No fee
Dedicated Email	\$.05/email	First is complimentary, \$250 for additional 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 co-host	\$75, no fee to add us as co-host
Social Media Ad	\$300, does not include cost of ad	\$75, does not include 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 will incur a \$150 rush fee. These elements will be used for in-venue marketing and event branding. PLEASE NOTE - Your event must already be built with the Tobin Box Office.

SERVICE	DIMENSIONS	INCLUDE	COST	ADDITIONAL REQUIREMENTS
Hero Image	1600x900 px	Title, Date	No Fee	As seen in our main and event pages on tobincenter.org. Videos and add'l images must be 1600x900 to be included. For video, please include a vimeo/youtube link.
Dedicated	1600x900 px	Title, Date, promo offer, etc.	\$.05/email	Subject line, blurb about show, add'l photos, links to videos and/or details on ticket offer if applicable.

SOCIAL MEDIA

Facebook @tobincentersa: 106,392 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: 25,615 Followers

Twitter @tobincentersa: 9,129 Followers

YouTube @tobincentersa: 133 Subscribers

TikTok @tobincentersa: 697 Followers

*Numbers current as of January 2025



SERVICE	DIMENSIONS	INCLUDE	COST	NOTES
Facebook/Instagram Post	1080x1080 px	Title, Date,Website	*\$300	Please provide suggested social copy with a clear CTA. Event description will be pulled
Facebook Event	1920x1080 px	Title, Date,	*\$300	from the website landing page
Social Media Advertising	1080x1080 px 1080x1920 px	Title, Date, Website	*\$300 + ad spend	Please provide suggested social caption with clear CTA

**subject to change*

IN VENUE GRAPHICS

DIGITAL LOBBY MONITORS, KIOSKS, AND JUMBO PLAZA SCREEN

GRAPHIC	DIMENSIONS	INCLUDE	COST	NOTES
Horizontal Lobby & Plaza Screens	1600x900 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.
Vertical Lobby Kiosks	900x1600 px	Title, Date, Website	Waived	The Tobin has 4 vertical kiosks with through the building rotating event graphics.



Indoor Monitor



Plaza Screen

PRINTED SIGNAGE & RACK CARDS

ITEM	DIMENSIONS	INCLUDE	COST	NOTES
Lobby Entrance & Garage Banners	62" x 200"	Title, Date,Website	*\$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, Date,Website	*\$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, Date, Website	*\$250	The Tobin Center has two double-sided backlit poster. Spaces are subject to availability.
Rack Card - Printing	4" x 9"	Title, Date, Website, Starting ticket price, 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	NOTES
Press Release Distribution	\$550	Please provide localized press release at least one week prior to desired send date.
Press Release Writing	\$400	

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.

SERVICE	DIMENSIONS	INCLUDE	COST	NOTES
Digital Billboards	1400x400 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.