



Millennium

Forum

Theatre & Conference Centre

Capture Your Market

www.millenniumforum.co.uk

RETAIN CUSTOMERS

SELL PRODUCTS AND SERVICES

REACH YOUR MARKET

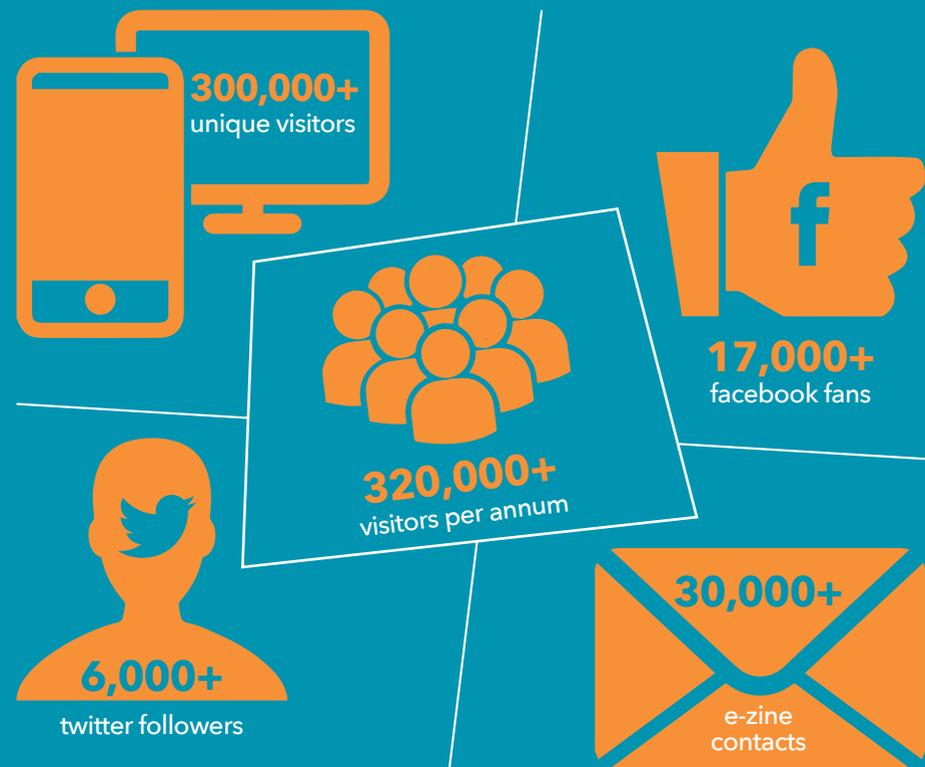
ENGAGE YOUR COMMUNITY

GROW YOUR MARKET

INTRODUCTION

Hello and welcome to the Millennium Forum's promotional opportunities for businesses. The following information outlines all the different media available at the Forum. Making it easier for you to choose the most suitable mediums for your campaigns.

Whether it is through our website advertising, (300,000+) unique visitors to our site per annum, face-to-face (320,000+ visitors per annum) or through our print mediums (over 500,000 per annum, including print, flyers and brochures) we can tailor a package to suit your needs.



Numerous companies have already benefitted from working with the Millennium Forum and aligning themselves alongside our world class productions: some of which include: Danske Bank, First Trust Bank, Nicholl Fuel Oils, Dunnes Stores, Chest Heart and Stroke, Specsavers and many more.

SEASONAL PROGRAMME

This is a full colour, 40 page quality programme, detailing all our high profile events. ***50,000** are printed and distributed 3 times per annum. The programme is also **direct mailed to 20,000** previous attendees throughout NW Ireland. Prices 1/2 page **£550+vat**, full page **£800+vat**, outside back cover **£1100+vat**.

*Quantities can vary

TICKET ADVERTISING

There are two opportunities on our main tickets; a company can place their logo on the front of tickets or an advert on the reverse. These tickets allow admission to our theatre and other cultural events in the city. The Forum often acts as ticket agent for other city wide events. Tickets are often held long after the event as a keepsake by the holder. Tickets are printed in 300,000 batches. Prices and packages available on request.

AT A GLANCE CARDS

Printed every season 'at a glance cards' are distributed into high foot fall areas throughout the theatre and are issued with ticket envelopes. They highlight every show coming for the season. The reverse is available for an exclusive advertisement, 14cm x 8cm, full colour, **£800+vat** per season, or **£2200+vat** per annum. They are a handy alternative to the full seasonal programme and seen by 1000's. Printed in 20,000 batches.

PRODUCT PLACEMENT

There is bespoke opportunity for you to place your products or service banner stand in our main Piazza (main congregating area). Approximately 7000 people per week visit Piazza area. It is a unique opportunity to talk to our theatre attendees face -to-face, for sample and leaflet distribution, sign up services, informal chats and markets research. These can be timed to target specific audiences. Prices from **£100+vat** per show

IN HOUSE SCREENS

Adverts are available on our in-house 42" screens which are situated in 4 key areas throughout the Millennium Forum; the Main Piazza, Main Bar, East Wall Bar and at our main entrance, which has the highest footfall in Derry City. It is one of the easiest yet most effective platforms available, the eye catching nature of this moving medium is ideal for getting your message across to audiences. They offer great exposure and great value for money.

DIGITAL ADVERTISING

Want a big impact? Our website is attracting **300,000+ unique visitors** per annum, **25,000 per month**. This is excellent value for money and an ideal platform for advertising your business. Conveniently placed in the eye-line of anyone who clicks into our website and excellent value for money. This prime position is sure to drive your brand awareness.

EMAIL

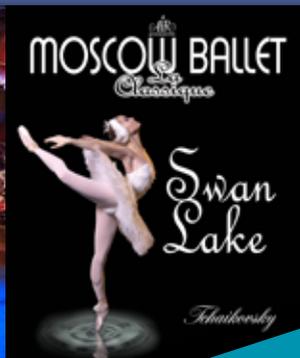
Solus e Mail shots are a great way to target Millennium Forum audiences on a personal level. Not only are they a great way to promote your offers and services, but through URL linking, emails can also help clients increase web traffic to their website. Prices from only **£150+vat** per month. To have your brand **delivered to over 30,000 per month**.

TAILOR MADE FOR YOU

If you have a budget of £500 or £50,000, we can create a package to suit you. If you would like to align your brand with one of our world class events, we can tailor a package to your needs. Packages include, Show sponsorship with branding in partnership with our media and digital campaigns: as well as corporate VIP entertaining packages. Education and Outreach projects can also be run on your behalf to meet your CSR objectives or community engagement needs.

WINNER

Allianz Arts & Business NI
Awards 2016



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FOR FURTHER INFORMATION
CONTACT; **CARA MC CARTNEY**,
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"The Millennium Forum is an excellent platform for us to advertise with, in a noisy market the Forum know how to target our message to their audiences."

Fergal Rafferty, Foyside Shopping Centre