



# SYDNEY LYRIC DIGITAL MARKETING & FOH SIGNAGE OPPORTUNITIES

Creating engaging theatre memories  
that last a lifetime



FOUNDATION  
THEATRES





UMBRELLA

MORMON

Display case containing various merchandise:

- White t-shirt with 'MORMON' and a diamond logo
- White t-shirt with a tie and 'MORMON' logo
- Orange t-shirt with 'HASA DIGA REBOW!!'
- Dark grey t-shirt with 'HELLO'
- Dark grey t-shirt with 'THE BOOK OF MORMON' and a diamond logo
- White t-shirt with 'I'M GONNA MAN UP & LOVE MYSELF'
- White t-shirt with 'HAVE MAGGOTS IN Y SCROTUM'
- Mugs and other small items

MISSION SHOP

ITEMS

ITEM	PRICE
THE BOOK OF MORMON T-SHIRT	\$15.00
THE BOOK OF MORMON MUG	\$8.00
THE BOOK OF MORMON KEYCHAIN	\$5.00
THE BOOK OF MORMON POSTER	\$12.00
THE BOOK OF MORMON STICKER	\$3.00
THE BOOK OF MORMON COIN	\$2.00
THE BOOK OF MORMON BRACELET	\$10.00
THE BOOK OF MORMON EARRING	\$6.00
THE BOOK OF MORMON RING	\$18.00
THE BOOK OF MORMON NECKLACE	\$14.00
THE BOOK OF MORMON WATCH	\$20.00
THE BOOK OF MORMON JEWELRY SET	\$35.00
THE BOOK OF MORMON GIFT SET	\$45.00

THE BOOK OF MORMON



# OPPORTUNITIES FOR NEW SHOW ANNOUNCEMENTS

The following opportunities are available to productions from the initial show announcement. Specs must be provided at least 48 hours prior to your show announcement.

[WWW.SYDNEYLYRIC.COM.AU](http://WWW.SYDNEYLYRIC.COM.AU)

Hero Image: 1920w x 1320h pixels (no logo or text)

Photoshop Template: [https://www.dropbox.com/s/o9wyk5a02q5tue1/Capitol\\_Theatre\\_Hero\\_Image.psd?dl=0](https://www.dropbox.com/s/o9wyk5a02q5tue1/Capitol_Theatre_Hero_Image.psd?dl=0)

Please consider mobile phone crop (square) and show page crop (top half of mobile crop square) when creating your image. Please note, you can supply 2 hero images, 1 for our home page and 1 for show page.

Production Logo: 1120w x 745h pixels

Custom Colour Hex Code (optional): Adding a custom colour gives production pages a unique and branded appearance. The custom colour is used on buttons, links and star ratings.

Gallery Images: Landscape works best, max size 1000kb.

Show Footage: Provide actual footage files and we will load to our YouTube channel and link to our website from there.

Show Blurb: Provide as you would like it on the venue website. Shorter copy preferred.

Quotes and Star Rating: 1-4 short review quotes with or without star ratings.

SYDNEY LYRIC



...take the world  
...receive  
...ready a member,

...an immigrant from the  
...the Revolutionary War and was  
...s hip-hop, jazz, blues, rap, R&B,  
...America now.

...written by historian Ron Chernow.

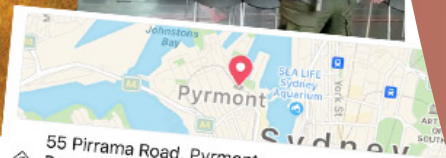
...ng Best Musical, seven Olivier Awards, the  
...y Award for Best Musical Theatre Album.



HAMILTON will make its Australian premiere at the Sydney Lyric in March 2021!  
... See more



#BehindTheScenes at the Australia rehearsals. Ben Ming



55 Pirrama Road, Pyrmont,  
Pyrmont, New South Wales,  
Australia 2009

Parking: Street and car park available

175,670 people checked in here

<http://www.sydneylyric.com.au/>

Typically replies within a day  
[Send message](#)

(02) 9509 3600

Performance art theatre

@SydneyLyricTheatre

See all >

About Sydney Lyric Theatre

Sydney Lyric Theatre  
Performance art theatre

1K 397 commen

We're with excitement bec  
Mormon - Australia is coming

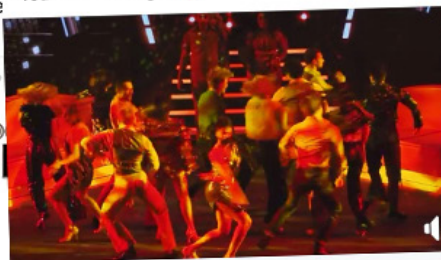
Lots of dates are already sold out for tickets check the newly releas  
May for best availability.

PS: Make sure to book with Ticket  
as that is the only authorised selle  
2fW5kqd

WINNER 9 TONY AWARDS\* INCLUD



THE BO  
MO



WWW.SYDNEYLYRIC.COM.AU  
Unedited Sneak Peek @ Saturday  
Night Fever!

Learn More

624

387 comm 1.2K

496 comments 341 shares

1K

156 comments 78 shares

## SOCIAL ANNOUNCEMENTS

A hero image or footage with minimal text is preferred.  
Image sizes can vary depending on production design for the show social media posts.  
Posting will occur across the below channels.

<https://www.facebook.com/SydneyLyricTheatre>

<https://twitter.com/SydneyLyric>

<https://www.instagram.com/sydneylyrictheatre>

## FOUDATION THEATRES EMAIL SIGNAGUTRES

We display a Sydney Lyric and a Capitol Theatre show tile on our Foundation Theatres email signatures. These will mainly be used from when your production starts bump-in at the Sydney Lyric, however it will also enter into rotation with our other shows prior to this.

Please include SYDNEY LYRIC on the tile and provide 2 versions:  
1) With season dates or saying PLAYING FROM XXXX  
2) NOW PLAYING



Specs: 400 x 80 pixels.

## BOX OFFICE SCREENS

This will be displayed on a show schedule style slide at both the Capitol Theatre and Sydney Lyric box offices during business hours.

Specs: 1000 x 1000 pixels with NO text/logo.



# IN-SEASON DIGITAL OPPORTUNITIES



The Sydney Lyric has the following digital opportunities available from production's bump-in.

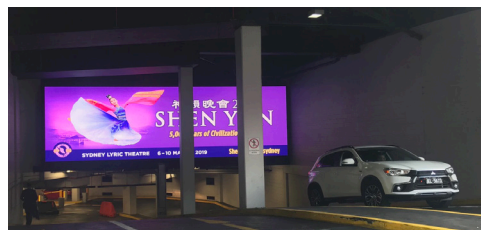


## Screens at Entrance

12 x portrait screens are located at Sydney Lyric's main entrance.

Still images: Please supply 1-12 images in 1080 x 1920 portrait format that will rotate with all Sydney Lyric shows during business hours and have solo position during your show times. Still images can also be used on the screens behind the Box Office.

Footage file: Footage is more eye catching. If you would like to create footage, please ask for specs as they are very specific for this space.

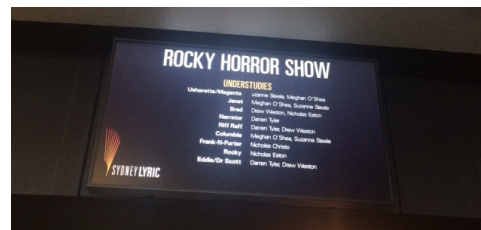


## The Star Digital Billboards

We have access to two large digital billboard at The Star. Both tiles must include SYDNEY LYRIC.

Specs:  
1920w x 1080h  
1248w x 384h

Social Screens in Foyers  
Please supply a landscape and portrait social slide/s in 1920 x 1080. They must also include [@sydneylyrictheatre](https://www.facebook.com/sydneylyrictheatre) and will play on our Box Office and Bar Screens at interval and post show.

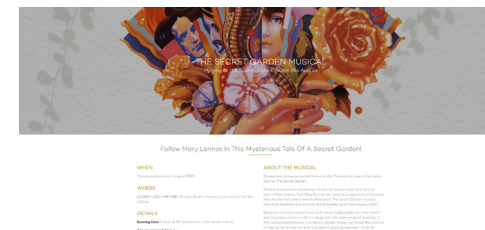


## Cast Board

A dedicated cast board screen is located at the each auditorium entrance point. It can be remotely accessed by Stage or Company Management to update as required.

Usually productions create a cast board presentation in PowerPoint and convert each page to jpg images before loading up. Instructions for the cast board screen can be accessed [here](#)

Specs are 1920x1080 pixels.



## The Star Website

Each Sydney Lyric show has visibility on The Star's website. Please supply tiles that are images only, no text at all.

Specs:

Full Bleed Hero Tie: 2880w x 1620h  
Landscape Banner: 1140w x 641h  
Portrait Tile: 940w x 1316h

<https://www.star.com.au/sydney/whats-on/sydney-lyric-theatre>



# FRONT OF HOUSE OPPORTUNITIES



The Sydney Lyric has the following printed opportunities available from production's bump-in. Quote specs should be requested from Nelson at [nelson@nelsigns.com.au](mailto:nelson@nelsigns.com.au).



## Drum Decals

10 big glass walls are available for decalling in a prime position outside the theatre on Pirrama Road.

This is an optional space, as the glass can remain empty also.



## Lightboxes

Located on ground level on Pirrama Road we have 4 x AO lightboxes inside the Sydney Lyric drum and 2 x LPL light boxes.



## Pirrama Road Billboard

This is a partially visible space that can be seen by people walking and driving down Pirrama Road from Darling Harbour to The Star.



## Above Canopy Drum Decal

This is an expensive option suitable for a longer running production with a large signage budget. Special approvals need to be sourced, please ask for more info.



# OPTIONAL FOH OPPORTUNITIES



The Sydney Lyric has the following optional opportunities available from production's bump-in. All foyer activations must be approved by Foundation Theatres management prior manufacture or installation.



## Shoot & Share Decal Space

Located near the Stalls auditorium doors and stairs leading up to the Dress Circle.



## Shoot & Share Decal Space

Located opposite the Cloak Room. You can also choose to leave your production media wall in this space. It must be right up against the glass and weighted down appropriately.



# FOUNDATION THEATRES DATABASE POLICY



Foundation Theatres Club database consists of over 400,000 active emails comprised of previous Sydney Lyric and Capitol Theatre ticket purchasers, website sign-ups and in theatre free wi-fi users. Each Capitol Club or Club Lyric eDM goes out to a significant proportion of the database of validated end users per send.

Our goal is to ensure that the database remains responsive and connected for all of our promotional activities and that our content always reflect the brands of our theatres correctly. This requires us to take care to ensure that the content, frequency and timing of our communications support the health of the database and the high level of engagement that it enjoys.

Each production at the Capitol Theatre or Sydney Lyric has access to one solo eDM for the first pre-sale. Capitol Club or Club Lyric members are afforded priority access to tickets from the same day as a producer or sponsor pre-sale on each of its pre-sale milestones.

In addition to the initial pre-sale, the production can pre-book subsequent ticket releases which will be supported by an eDM from our database of up to 1 release every 2 months subject to the current availability within the prebooked calendar. These subsequent releases will not be solo eDMs, however the show will have the first hero placement in those sends.

If the production wants to release additional pre-sales (weeks or a month apart) they are welcome to do so with their own database and Ticketmaster (if they arrange that directly). Foundation Theatres will strive to accommodate ticket releases wherever possible after taking into account any potential negative impact on the database for future use. Where an additional eDM is not possible, Foundation Theatres will support the ticket release via their social media channels.

Special offers are also considered for inclusion and where possible need to be exclusive to Capitol Club or Club Lyric before being introduced via Ticketmaster, Lasttix and other databases. Where enough notice is provided, a special offer can often headline an eDM (or be part of a 2-UP style eDM), however last-minute offers can also be included as non-hero inclusions in other pre-scheduled eDMs.

Each production will also have several inclusions in Foundation Theatres eDMs that will be provided in addition to pre-booked dates, a schedule of these inclusions can be provided on request.

The database is managed by the Head of Ticketing Operations. For any enquiries, please email [shardiman@foundationtheatres.com.au](mailto:shardiman@foundationtheatres.com.au).



# CONTACT US

Thank you for reading our Marketing document.

If you have any questions regarding any of these items, please email:

[shardiman@foundationtheatres.com.au](mailto:shardiman@foundationtheatres.com.au)

We look forward to hosting your production at the Sydney Lyric soon.



SYDNEY LYRIC

