



BOULDER'S CATALYST
FOR CREATIVITY
SINCE 1992

Dairy Arts Center Rental Event Marketing Support

Thank you for bringing your event to the Dairy Arts Center. We are excited to help support awareness of your event through the marketing opportunities available to rental clients. Because the Dairy presents a large number of events each season, including Dairy-presented programming, exhibitions, cinema, comedy, music, dance, theater, and community events, our marketing support for rentals is limited in scope and is designed to complement your own promotional efforts.

Included Marketing Support for Rental Events

Weekly Dairy Email Newsletter

Rental events are included in the Dairy's weekly email newsletter, which reaches approximately **45,000 contacts**. Events typically begin appearing in the newsletter about **5 to 6 weeks prior to the event date** and continue to be included weekly leading up to the event. Because the newsletter is organized chronologically, events naturally move higher in the email as the date approaches.

Please note: the Dairy does **not** send individual promotional emails dedicated to rental events.

Website Event Listing

Your event will be listed on the Dairy Arts Center website with the copy, image, ticketing information, and details provided through the rental and ticketing process.

In-Building Promotion

The biggest in-building promotional opportunities for rental events include:

- **Digital flatscreens** above the Box Office and at building entrances. [Click here](#) to see our Flickr stream for examples of the types of ads currently rotating on the screens.
- **11x17 event poster** displayed in the building



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- Placement of approved flyers or postcards in appropriate patron-facing areas, when space allows

For digital flatscreens, please send a **1920 x 1080 JPG** file. Once received, we will add it to the screen rotation as soon as possible.

Social Media Support

The Dairy's social media support for rental events is limited. We encourage renters to create and post their own social media content and tag the Dairy Arts Center. If you make the Dairy a collaborator on a post or invite us to co-host a Facebook event, we will do our best to accept those invitations when appropriate.

Please note: the Dairy does not guarantee dedicated social media posts, stories, reels, or a set promotional schedule for rental events.

Media and Community Calendar Resources

The Dairy can provide a [media and community calendar contact list](#) to help renters conduct their own outreach. This list includes press contacts and community calendar opportunities.

Please note: renters are responsible for submitting their own press releases, calendar listings, and media outreach. The Dairy does **not** post events to community calendars on behalf of renters.

Marketing Opportunities Not Provided

To help set clear expectations, the Dairy does not provide the following for rental events:

- Dedicated promotional emails to the Dairy's full patron list
- Multiple custom e-blasts for a rental event
- Program book inserts or flyer insertion into show programs
- Guaranteed organic social media posts or stories
- Paid advertising - if you would like to work with an agency who specializes in paid digital advertising and has a firm grasp on tracking ticketing sales as it



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relates to the digital campaigns, contact Optiarts. [Click here form more info>>](#)

- Press outreach or calendar submissions on behalf of the renter
- Custom graphic design or marketing strategy services

Recommended Materials to Provide

To make the most of the available promotional opportunities, please provide (**we request this information when you submit your ticketing form, no need to send it outside the ticketing form unless you did not have it ready at the time of ticketing form submission**):

- Social Media 4x5 (this is the best size for instagram but also what we use to keep our website and email newsletter uniform)
- 1920 x 1080 JPG for digital flatscreens
- 11x17 printed poster for in-building display

Best Opportunities for Visibility

For rental events, the strongest promotional opportunities through the Dairy are:

1. Inclusion in the weekly email newsletter beginning approximately 5 to 6 weeks before the event
2. Digital flatscreen promotion inside the building
3. 11x17 poster display in the building
4. Website event listing
5. Social media collaboration, when available and appropriate

We are happy to support your event within these available channels and encourage renters to pair Dairy visibility with their own email marketing, social media, paid advertising, press outreach, community calendar submissions, and partner promotion.