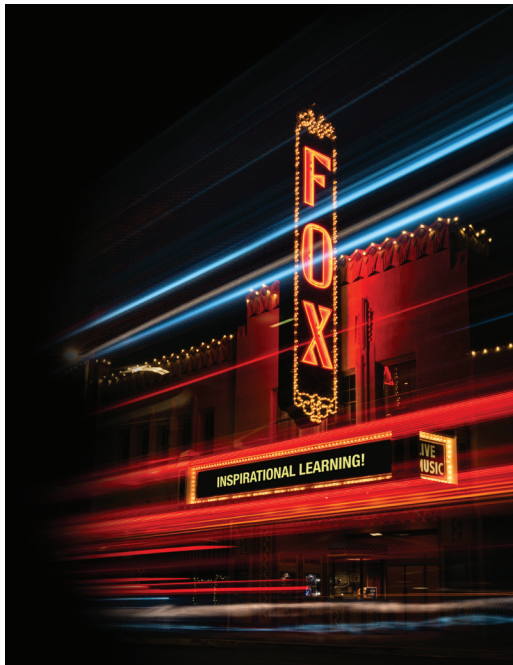


Rental Marketing Opportunities



Thank you for choosing the Fox Tucson Theatre for your event!

Please enjoy these services included at no extra charge:

- Fox to build public website event
- Fox box office ticket services
- Front of house staff for the night of the event

The Fox has several channels of communication that can provide opportunities for your organization. From traditional media, to digital formats, the Fox can communicate your brand and message to a targeted audience well in excess of 150,000.

Our communications strategy provides the most exposure, while creating focused segments for marketing efficiency. Included in this document is information about our channels in regards to reach, information on industry standards, the benefits of our channels versus other outlets, and finally a detailed listing of our current promotional rates.

EBLASTS

Our email benefits: Highly specific audience, both with regional implications and buying behavior, as well as a significantly higher click-through rate compared to the industry average.

Fox's Average
Open Rate
32%

Fox
Eblast Patron
Full List
65,000+

An email marketing list can cost between
\$60 and \$400 CPM industry wide

OUR PRICING

Dedicated Eblast: \$1,500

Inclusion in Eblast: \$1,000

Fox Partner Spotlight: \$500

Rental Marketing Opportunities

WEBSITE

Our site traffic benefits: Highly specific audience, both with regional implications and buying behavior. Local media outlets charge **\$25 CPM** for website-sponsored banners.

OUR PRICING

\$350/month for static inclusion on the website homepage

\$250/month for placement on homepage rotating carousel of approx 30 images (650 impressions/month)

\$175 for inclusion on tier 2 level pages such as event pages, info pages, etc.

\$25 for insertion of a pixel on event page only

Current
monthly
web visitors
68,500

Fox's
Facebook
32,000

Fox's
Instagram
14,700

SOCIAL MEDIA

Our Social Media benefits:

Large regional implications

Industry standard pricing range from **\$7-\$15 CPM** depending on targets

OUR PRICING

Dedicated post: **\$600 for Meta** (Facebook and Instagram)

Inclusion/Tag/Link: **\$400 for Meta** (Facebook and Instagram)

Build event on Fox's Facebook page **\$150**. Event will stay up through show date. We can boost your event for an additional cost.



foxtucsontheatre



thefoxtucson



Fox Tucson Theatre



foxtucson



thefoxtucson



foxtucson

Rental Marketing Opportunities



76k+
Fox total
patrons annually

PLAYBILL INSERTS

Inserts placed in Fox playbills to market your show:

5.5x8.5" single or double sided fliers for insertion into Fox playbills, handed out to patrons at Fox presented events.

Fox can print for a small additional fee or partner may deliver inserts to venue 5 business days in advance of targeted show day. Artwork is subject to review by Fox marketing staff prior to printing. **Cost: \$175 per show.**

Fox playbill ad opportunities are now available!

Half page - \$375 per month

Full page - \$625 per month

Back cover - \$875 per month

DIRECT MAIL

We have a specific targeted audience of past ticket buyers and donors within premium zip codes of the Tucson community of more than **41,500+**.

Our direct mailing list benefits:

Active audience, highly specific targets that are easy to segment (buying behavior, zip code), regional implications, qualified buyers.

A focused direct mail marketing list cost upwards to **\$250 CPM**

OUR PRICING

Limited Space insert in a pre-existing mailer: **\$130 CPM**

Non-Exclusive insert: **\$75 CPM** (sharing space with 4-6 organizations with a title of "support our Fox Partners")



41,500+
direct mail
recipients

Rental Marketing Opportunities

INDOOR



**5,500-
8,500**

visitors to the Fox
each month

Throughout the year, the Fox can average between **5,500-8,500 visitors** each month including both Fox presented events and rental partners

Our indoor foot traffic benefits: highly specific audience, qualified buyers, limited space for competing advertisements

Indoor media advertising costs can be rather high in the Tucson market, averaging a rate of **\$25 CPM** a day



OUR PRICING

Lobby screens: **\$200 per month** for a rotating advertisement on multiple 42" digital displays located on all three floors (1920x1080px with 10% safe zone)

Second floor lobby poster: **\$500 per month** for a 24x36" poster

Main floor lobby poster: **\$750 per month** for a 24x36" poster

Dedicated poster on easel: **\$1,500 per month** for a 24x36" mounted poster



Rental Marketing Opportunities

OUTDOOR



According to the latest Street Network Analysis, the block of congress between Stone and Church receives an average of more than **20,000** daily passersby (vehicle and walkers)

Our Outdoor Foot Traffic benefits: Location is in the heart of downtown, off a busy segue on Congress & Stone.

Outdoor Media in prime locations can be as high as **\$15 CPM** or **\$300** a day

20,000
daily passersby
(vehicle & walkers)



OUR PRICING

Outdoor Poster: **\$100 per day** for a 24x36" poster

Marquee: **\$250 per day** for a marquee message
(up to 36 characters)



Impact of Marketing

Impact of the arts and the Fox:

Few activities in society have as much of an impact as the performing arts, as it helps society as a whole in self-actualization, empathy, and understanding. Theatre and the performing arts teach societies about themselves, hoping to point out the trends and mindsets of current circumstances.



The Fox Tucson Theatre brings an estimated \$6.3 million in annual direct spending to Downtown Tucson; up 86% from a decade ago. The biggest beneficiaries are restaurants and bars, where Fox patrons spent more than \$2 million annually.

The Fox Tucson Theatre audience

Total attendance at the Fox Tucson Theatre concerts, movies, and other events nears 85,000, up 25% from ten years ago. Approximately 47% of patrons live within 10 miles of the Fox. More than 36% live outside the City of Tucson and more than 7% travel to the theatre from outside Pima County. Nearly 80% of Fox Tucson Theatre patrons visit Downtown Tucson primarily to attend the event, but also visit other businesses while there, with average spending of \$104.07 per party or \$41.33 per person.

Our audiences are more likely to:



Shop at high end retail venues



Travel



Have expendable income



Invest in recreational activities



Dine at upscale restaurants



Attend sporting events



Give to charities



Take part in outdoor activities

Brand Guidelines

Acceptable logo types for use:



If using on a light background



If using on a dark background

Body Copy
Sherika

Title Copy
Aureata



Please note:

Please do not capitalize “the” when referring to the Fox Tucson Theatre in type. Be sure to note that theatre is spelled with an **RE** at the end.

When shortened, please use **Fox Tucson**, not Fox Theatre

Press kit with logos and photos

Click Here

Or copy and paste this link
into your browser window
foxtucson.com/press-kit/