



# CoisCéim Dance Theatre

## Marketing resources

The following resources are provided to venues in advance of a CoisCeim Dance Theatre tour:

- Individualised fliers for each venue.
- Individualised A3 posters for each venue.
- Publicity image.
- Brochure/website blurb.
- 3-4 production shots.
- Links to YouTube clips of the show or of the choreographer talking about the show.
- Media quotes for use on website and/or in brochure.
- Links to full-length reviews for website or to display at venue.
- Press release.
- A sample mailshot letter: for snail mail or email depending on what suits individual venues.
- Show programmes.

CoisCéim also hires a specialist arts publicist to promote the show and liaise with press. This person works in conjunction with the venue's press person.

[www.coisceim.com](http://www.coisceim.com)