



PRESS, MARKETING, AND PUBLICATIONS POLICIES

Contact: Ronni Mandell - Director, Marketing and Communications
212.992.8498 / rmandell@nyu.edu

As part of your contract to present an event at NYU Skirball Center you must comply with the following policies:

- 1. Event Marketing and Ticketing Information Form**
 - 2. Obtaining Approval for Promotional Materials**
 - 3. Use of NYU Skirball Center's Name and Logo**
 - 4. Sponsorship Restrictions**
 - 5. Collaborative Promotional Opportunities**
 - 6. Required Press Release Information**
 - 7. Required Program Information and E-Program Options**
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1. Event Marketing and Ticketing Information Form:

Before NYU Skirball Center can assist you with the marketing of your event and begin to sell tickets, the Event Marketing and Ticketing Information Form (the "Form") must be completed and returned. Return the Form as soon as your event is confirmed to maximize the marketing support available to you.

The Form should be submitted with at least two (2) high resolution images (300 ppi and no smaller than 2000x2000 pixels). Additional images and video may be provided. Video files should be formatted in flash live video (FLV). Every effort will be made to use all materials supplied. The more that you share, the more we can do to help promote your event.

Be sure to include all required credits and copyrights with your submissions. If this information is not received, we will assume that it does not exist and/or is not necessary to include.

2. Obtaining Approval for Promotional Materials:

Your event should not be announced, publicized, or promoted in any way until you have received approval from an NYU Skirball Center representative. Promotional materials do not need to be submitted along with the Form; they may be submitted as they are developed. Promotional materials include but are not limited to: press releases, advertisements, e-mails, brochures, postcards, flyers, invitations, websites, programs, and any other material produced to promote your event.

NYU Skirball Center must have the opportunity to review and approve all promotional materials

before they are printed, posted, distributed electronically, or otherwise shared. Please allow for at least three (3) business days for NYU Skirball Center staff to review and to provide corrections to or approval of your promotional materials. The purpose of this review is not to judge content, but to approve the use of NYU Skirball Center's name, logo and lockups, to ensure accuracy of event details, and to ensure all policies outlined here are followed. Submit all promotional documents for approval to the contact listed above.

All promotional materials are required to include an NYU Skirball Center logo and/or lockup. See the next section for further details.

NYU-affiliated Events are required to credit the NYU Sponsor appropriately on all promotional materials. Example: "*Title of Event* is co-sponsored by New York University's Center for Ancient Studies."

3. Use of NYU Skirball Center's Name, Logo and Lockups:

NYU Skirball Center's name, logo, location, web address and ticketing information **MUST** be displayed clearly and consistently throughout all promotional materials.

Name: When referencing NYU Skirball Center in text, the following are permitted:

New York University's Skirball Center for the Performing Arts

NYU Skirball Center for the Performing Arts

NYU Skirball Center

(As a style note, do not use "the" before the name of NYU Skirball Center.

For example – "Our event will be presented at NYU Skirball Center," *NOT* "Our event will be presented at the NYU Skirball Center.")

Logo: NYU Skirball Center's logo (sample at the top of this document) must be applied to all promotional materials. The logo **MUST** retain its proportions, color, and all of its components.

Logo and other 'Client Resources' are available to download from the 'PRODUCE' section of NYU Skirball Center's website. To access, visit:
<http://nyuskirball.org/page/produce/marketing> case-sensitive password: sk1rb811

4. Sponsorship Restrictions:

Any application of sponsorship credit or use of other logos must be approved by NYU Skirball Center in advance of any commitment you may wish to make. Please keep in mind the following guidelines if you are soliciting sponsorship for your event:

Credits: NYU Skirball Center has the right to limit the placement, size and prominence of all sponsorship credits. Corporate sponsorship credits are not permitted on the street, in the upper lobby, on NYU Skirball Center's website or on the title page of a program. Text and reasonable logo credits for sponsors are permitted within your event's program. Corporate sponsorship credit cannot appear to be advertising and corporate sponsors are not permitted to display or sell their products at the theater.

Other Logos: Except for those of the artist(s) performing onstage, other logos are not

permitted on NYU Skirball Center's programs, signage, or website.

Please Note: Under no circumstances may materials include credits or references to:

- Alcohol, or drug-related products
 - Sexually suggestive or explicit images or products
 - Images or organizations which promote violent behavior
 - Religious or political organizations
 - Promotional products that may be given away for free on or near NYU premises
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5. Collaborative Promotional Opportunities:

NYU Skirball Center's mission includes serving the NYU community and developing young audiences for live performance. Consistent with our goals, we offer some additional opportunities, when appropriate, to promote your events on-campus.

Postcards and Easel Poster: If you create postcards to promote your event they can be put on display in NYU Skirball Center's lobby and a limited number can be distributed on campus. An easel poster (poster mounted on foam core, gatorboard, or similar material) can be put on display in front of our glass doors at street level up to four (4) weeks prior to your event subject to availability of space. Recommended poster dimensions are at least 60"(h) x 45"(w). Arrange for delivery of postcards or easel poster with the contact listed at the top of this document.

E-mail Announcements: Typically, two e-mails are sent out each month to a list of more than 50,000 NYU Skirball Center patrons. Depending on the programming schedule, your event may be included in up to two (2) of these emails. However, there is no guarantee of placement, or of the number of announcements in which your event will be included.

Website: Solely at NYU Skirball Center's discretion, your event may be listed on the website calendar. Event pages include details, descriptions, ticketing links, images, video clips, and audio files. There is no guarantee that these additional media will be placed on the website, but we will do our best to include materials that are provided, subject to approval by NYU Skirball Center staff.

Brochures, Electronic Signage, and Other: Events confirmed far enough in advance that are consistent with NYU Skirball Center's mission and vision may be considered for inclusion in various NYU Skirball Center brochures, printed materials or electronic signage. No events will be considered for inclusion without having a confirmed reservation.

6. Required Press Release Information:

Submit press releases to the contact listed above and allow three (3) business days for review and approval. The following **MUST** be included in all press releases:

NYU SKIRBALL CENTER:

The Jack H. Skirball Center for the Performing Arts is the premier venue for the presentation of cultural and performing arts events for New York University and lower Manhattan. Founded by Jay Oliva (President Emeritus, NYU) and led by executive director Michael Harrington, the programs of the Skirball Center reflect

NYU's mission as an international center of scholarship, defined by excellence and innovation and shaped by an intellectually rich and diverse environment. A vital aspect of the Center's mission is to build young adult audiences for the future of live performance. www.nyuskirball.org

7. Programs:

If printed programs are desired for your event, you are responsible for writing, designing, printing, and delivering them to NYU Skirball Center. NYU Skirball Center must have the opportunity to review and approve your program before it is sent to print. Please allow for three (3) business days for review and approval. Delivery of programs should occur the day of your event and may be arranged with the Front of House Manager, Ian Tabatchnick.

Advertising: You may secure advertising for your program and retain income from it. However, advertising relating to alcohol, drug-related products, sexually suggestive or explicit images or products, images or organizations which promote violent behavior, and/or religious or political organizations is not permitted. Advertising may not contain references to NYU and may not advertise promotional products that may be given away for free on or near NYU premises. Upon receiving the program draft, NYU Skirball Center retains the right to exclude any advertising it deems inappropriate in a university setting.

Cover Page: Either NYU Skirball Center's logo or the full venue name (New York University's Jack H. Skirball Center for the Performing Arts) must appear on the cover page.

Required Copy: The following copy must be included in your program, without text changes, in the order you find it here. It is our preference that it be placed on the last pages of the program. The list of Skirball Center Staff may be re-formatted into columns as needed. A word document of this required copy can be requested.

Be sure to request the most up to date staff roster prior to producing your program.

NYU SKIRBALL CENTER

The Jack H. Skirball Center for the Performing Arts is New York University's premier venue for the presentation of cultural and performing arts events in lower Manhattan. The programs of the Skirball Center reflect NYU's mission as an international center of scholarship, defined by excellence and innovation and shaped by an intellectually rich and diverse environment. A vital aspect of the Center's mission is to inspire new audiences for the future of live performance and promote the discovery of performing arts' transformative potential.

INVEST IN THE FUTURE

NYU Skirball Center's ability to continue presenting high-quality & innovative international artists, offering enriching educational programs, and ensuring affordable access to the arts is made possible by our friends and supporters. Consider making a gift today and influence the future of the performing arts. Contributions are welcome through our website www.nyuskirball.org, checks may be made out and sent to 'NYU Skirball Center for the Performing Arts', c/o Development, 60 Washington Square South, Suite 505, New York, NY 10012, or contact Kimberly Olstad, Development Communications Manager, directly at 212-992-8482.

SKIRBALL CENTER STAFF

SENIOR DIRECTOR

Jay Wegman

OPERATIONS

Amy Coombs

Operations Director

Jon Dunkle

Production Manager

Ian Tabatchnick

Operations Manager

Jenny X. Liao

Front of House Manager

Don Short

Supervisor, Lighting and Sound

Lou DiLeo

Supervisor, Lighting and Sound

Brian Emens

Theater Technician

George Faya

Theater Technician

Angie Golightly

Theater Technician

Phoebe Rumsey

Assistant House Manager

Kathleen Raab

Assistant House Manager

Alonso Villagomez*

Company Manager

HEAD USHERS

Shawn Belpanno, Isabel Cifarelli*, Evelyn Cruzatte, Bonnie Davis*, Mahliesia Douglas, Olivia Dunn*, Zachary Fadler*, Karla Herrera, Rachel Franco*

USHERS

Keenan Avery*, Louis Ashurst*, Jon Barr*, Aditi Bhatkhande*, Hannah Burke*, Danielle Covington*, Austin Davidson*, Cameron Debe*, Christina Ducat*, Shweta Garg*, Noheli Hernandez*, Beatrice Masih*, Claire Melchert*, Adrienne Messina*, Olufemi Olaleye*, Samantha Petrucci*, Declan Quinn*, Luke Reinemann*, Juan Romero*, Cathryn Semendinger*, Erin Shuler*, Joseph Antonio Viola*, Zhixin Wang*, Mengyue Wu*, Margaret Yannopoulos*, Qijia Zou*

MARKETING AND DEVELOPMENT

Ronni Mandell

Director, Marketing

NYU Campus Services
Kimberly Olstad
Assistant Director, Development
Nicole Fischer
Digital Marketing Manager
Kyle Richard*
Graphic Designer
Hayley Sherwood*
Education Associate
Melissa Sturges*
Development Assistant
Kirsten Sweeney*
Administrative Assistant

MARKETING/PROMOTIONS

The Pekoe Group

PRESS REPRESENTATIVE

Helene Davis Public Relations

TICKET SERVICES

Lori Moore
Manager, Ticket Services
Sheela Sur
Box Office Manager
Michelle Ask
Box Office Manager

ADMINISTRATIVE ASSISTANTS

Julian Duque*, Lydia Paulos*, Christina Thompson*

BOX OFFICE STAFF

Kieran Altman*, Isaro Carter*, Melody Chen*, Nicole Dawson*, Joshua Espinoza*, Rachel Gonzalez*, Katherine Halpern*, Jacqueline Horn*, Ziyue Hu*, Sakura Kanomata*, Jack Kapulsky*, Cheryl Liburd*, Timothy Park*, Caitlin Paul*, Leonard Santos*, Pavlina Schriel*, Julia Seebeck*, Paul Shiloh*, Erin Simon*, Ashley Suh*, Peem Teerawanichpol*, Christina Thompson*, Marie Waine*

ADMINISTRATION

Barbara C. Espinoza
Administrative Coordinator
Vincent Iaropoli
Assistant Director, Finance

ADMINISTRATIVE ASSISTANTS Felix Azcona*, Daniel Cabrera*, Darol Cueba-Jones*, Noheli

Hernandez*, Briana Lopez*, Matthew Tanaya*, Margaret Yannapoulos*

NEW YORK UNIVERSITY

Andrew Hamilton

President

Katherine Fleming

Provost

Owen Moore

Assistant Vice President

for Campus Services