PRESS, MARKETING, AND PUBLICATIONS POLICIES

Contact: Ronni Mandell or Nicole Fischer
rmandell@nyu.edu / np57@nyu.edu

As part of your contract to present an event at NYU Skirball 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's Name, Logo and Lockups
4. Sponsorship Restrictions
5. Required Press Release Information
6. Required Program Information

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1. Event Marketing and Ticketing Information Form:

Please complete the Event Marketing and Ticketing Information Form (the "Form"). 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).

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.

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2. Obtaining Approval for Promotional Materials:

Your event must not be announced, publicized, or promoted in any way until you have received approval from an NYU Skirball representative.

NYU Skirball 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 staff to review and to provide corrections to or approval of your promotional materials. The purpose of this review is to approve the use of NYU Skirball'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 contactS listed above.

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-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."

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3. Use of NYU Skirball's Name

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

Name: When referencing NYU Skirball in text, please use "NYU Skirball".

Please use the following logo:

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4. Sponsorship Restrictions:

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

Credits: NYU Skirball 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'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'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. Required Press Release Information:

Submit press releases to the contact listed above and allow 24 hours for review and approval. The following MUST be included in all press releases:

ABOUT NYU SKIRBALL

NYU Skirball, located in the heart of Greenwich Village, is one of New York City's major presenters of international work, and has been the premier venue for cultural and performing arts events in lower Manhattan since 2003. The 860-seat state-of-the art theater, led by Director Jay Wegman, provides a home for internationally renowned artists, innovators and thinkers. NYU Skirball hosts over 300 events annually, from re-inventions of the classics to cutting-edge premieres, in genres ranging from dance, theater and performance art to comedy, music and film.

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6. Programs:

If printed programs are desired for your event, you are responsible for writing, designing, printing, and delivering them to NYU Skirball. NYU Skirball 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 Operations 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 retains the right to exclude any advertising it deems inappropriate in a university setting.

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.

ABOUT NYU SKIRBALL

NYC's Home for Cutting-edge Performance and Discourse

NYU Skirball holds close James Baldwin's dictum that "artists are here to disturb the peace." We invite adventurous, unorthodox productions and pioneering artists, scholars, and game-changers to our stage to offer audiences uncommon offerings that can, and often do, reshape and expand worldviews. Our mission is to present work that inspires yet frustrates, confirms yet confounds, entertains yet upends. We proudly embrace renegade artists, academics, and thought-leaders who are courageous, outrageous, and mind-blowing. We are NYU's largest classroom. We want to rock your world. Because if we don't, who will?

SENIOR DIRECTOR
Jay Wegman

ENGAGEMENT
J M De Leon
Assistant Director, Engagement

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

ADMINISTRATIVE ASSISTANTS Felix Azcona*, Felipe Arellano*, Jenzia Burgos*, Connie Kim*, Stewart Hug*, Margaret Yannopoulos*

TICKET SERVICES
Joe Petrowski
Manager, NYU Box Office
Emily Gildea
Assistant Manager, NYU Box Office

ADMINISTRATIVE ASSISTANTS Akshita Gupta*, Lydia Paulos*

BOX OFFICE STAFF
Danielle Edmonds*, Dylan Glickel*, Mercy (Rachel) Gonzalez*, Alexis Harris*, Jacqueline Horn*, Sakura Kanomata*, Sasha Keenan*, Kate O'Mara*, Rex Milijus*, Malichi Morris*, Lydia Paulos*, Sannie Rodriguez*, Ashley Suh*, Lianna Tayman*, Carly Tellerd*, Elizabeth Valdes*

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
Karolina Laskawiec*
Company Manager

HEAD USHERS
Keenan Avery, Shawn Belpanno, Hannah Burke*, Daniel Cabrera, Isabel Cifarelli*, Bonnie Davis, Olivia Dunn, Zachary Fadler, Rachel Franco, Karla Herrera, Erin Shuler*.

USHERS
Matteo Abbruzzese*, Jon Barr, Anika Braganza*, Anthony Carrubba*, Audrey Chu*, Danielle Covington*, Christina Ducat*, Samuel Flynn*, Madeline Himelfarb*, Nyeighsha Lord*, Catherine Luckenbach*, Karina Martinez, Claire Melchert*, Cassidy Miller, Ana Mioli*, Adrienne Messina*, Kristina Paul*, Cathleen Payne*, Samantha Petrucci*, Declan Quinn*, Luke Reinemann*, Kate Schiliro*, Victoria Sprowls*, Caroline Steudle*, Margaret Yannapoulos*.

MARKETING
Ronni Mandell
Director of Marketing
Nicole Fischer
Senior Marketing Manager
Jessica Fisher*
Digital Marketing Specialist
Stuart Garrity*
Graphic Designer

PRESS REPRESENTATIVE
Helene Davis Public Relations

DEVELOPMENT
Kimberly Olstad
Assistant Director, Development
Leora Graber*
Development Assistant
Isabella Iorio*
Development Assistant

NEW YORK UNIVERSITY
Andrew Hamilton
President
Katherine Fleming
Provost
Owen Moore
Assistant Vice President
for Campus Services

* Denotes NYU Student