



## PRESS, MARKETING, AND PUBLICATIONS POLICIES

Contact: **Clare Lockhart** cll430@nyu.edu

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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, 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”.

Use of logo is not required. If used, 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, Jenny Liao.

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.

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