

PR Support for Events at the Irving Arts Center

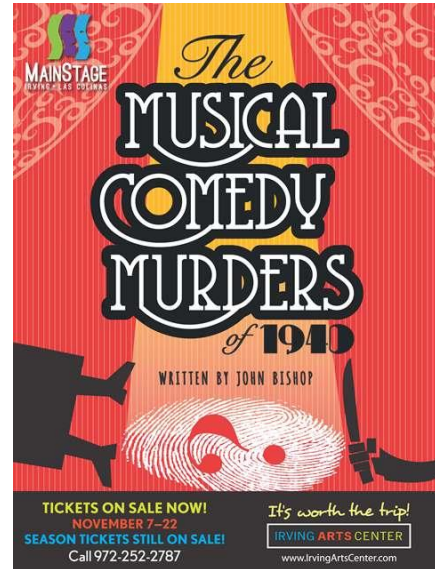
Let's sell tickets! Here is a list of the ways we can help:

SHOW POSTERS

The Arts Center has exterior and interior poster cases on the North and South sides of the building. Rental clients may furnish a designed PDF and the Arts Center will print and install the posters at no charge. Poster art (PDF) must be provided four weeks before event date.

- **Time frame** – installed approx. two weeks prior to show date. Installation timing is based on the facility event schedule and is not guaranteed.
- **Placement** – specific poster case locations cannot be guaranteed. We print and display one exterior and one interior poster per event.
- **Design Specs** – use a headline and/or show title, but the less copy the better. Strong central images and bold colors work best. Size – 24" wide x 32" tall. PDF format with fonts embedded and converted to outline.
- **DESIGN SUGGESTION:** *The exterior poster cases are 4 feet wide by 6 feet tall. Please use high resolution source files for your PDF with photos at least 300dpi. Otherwise, they look pixelated and blurry when printed. Tiny images from the web are not good candidates for posters. We reserve the right not to display material that does not meet our requirements & standards.*
- **Required content** – no need to include the address on the version provided to the Arts Center. Please include Box office information as follows:

For tickets: www.irvingartscenter.com Box Office: (972) 252-2787
- **Poster reprints** - Posters are not saved after the event unless you request them in advance. Extra posters can be ordered for \$50.00 (large exterior) and \$30.00 (small interior) payable in advance through the booking office.



SOCIAL MEDIA

We're social! Find us on Facebook, Instagram & Twitter - @Irvingarts; and YouTube - Irvingartscenter Tag us in your posts @irvingarts @VisitIrvingTx @thecityofirving @lascolinastex

We love to tweet and post about events and artists appearing at the Center. It's a Technicolor world, so good photos and/or video really increase your chances of exposure to the widest possible audience. Horizontal photos without copy work best for social media and the Arts Center website. Please send art, photos, hashtags you are using and fun facts about your event to: jmues@cityofirving.org.

Links: <https://www.facebook.com/IrvingArts>
<https://twitter.com/IrvingArts>
<http://www.instagram.com/IrvingArts>

WEBSITE LISTING @ IRVINGARTSCENTER.COM

Your event will be listed on our website event calendar once your contract is signed, all payments due are up to date, we have the details about the performance or event and a ticket proof has been generated and approved.

We need the following to list your event at IrvingArtsCenter.com. Please send items 1-4 as described below to Jeff Mues at jmues@cityofirving.org.

1) REQUIRED! One (1) image sized **377 x 280**. This is the image that will display in the calendar view as pictured to the right.

2) REQUIRED! A brief description of the event. Please send a **paragraph or two** of descriptive copy that promotes your event. This will go on the event detail listing.

3) OPTIONAL One (1) video which promotes the event. Video can be embedded to the event detail listing via sites such as YouTube or Vimeo. Please send a link to the video you wish to have populated on your event page.

4) OPTIONAL One (1) Hero (Header Image) that is sized **1350 x 450**. This will go on the event detail listing page. If you cannot supply an image in this size, we will load one which depicts the venue in which your event will be held (Carpenter Hall, Dupree Theater, Suite 200, etc.).

Hero Image ----->

Your Ticket Listing

Order for Guest Your shopping cart is empty Shipping Cart

IRVING ARTS CENTER

Email Sign-Up About Us Box Office

Home Gift Cards My Account Help

Search Events Event Dates To Go

Promotional Code If you have a promotion, please enter the Access Code here: Go

Upcoming Events

The Great Gatsby, MainStage ILC Friday, May 13, 2016 7:30 PM Buy

The Great Gatsby, MainStage ILC Saturday, May 14, 2016 7:30 PM Buy

Daniel del Pino-Piano, Las Colinas Symphony Saturday, May 14, 2016 8:00 PM Buy

The Great Gatsby, MainStage ILC Sunday, May 15, 2016 2:30 PM Buy

Latino Connections: The Spanish Connection, New Philharmonic Sunday, May 15, 2016 3:30 PM Buy

Symphonic Blast, Lone Star Youth Orchestra Wednesday, May 18, 2016 7:00 PM Buy

May 2016

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

IrvingArtsCenter.com Events Calendar View



Freedom...and Destiny!, New Philharmonic Orchestra of Irving

February 10 @ 3:30 pm

\$10 - \$20

The themes of freedom and destiny are explored through the music of legendary composers. Program features Beethoven's Egmont; Liszt's Les Preludes; Verdi's La forza del destino; Tchaikovsky's Capriccio Italien; and Grieg's Peer Gynt Suite.

[MORE INFO](#)

[BUY TICKETS](#)



Kiarra Saito-Beckman, Violin w/ Guest Conductor Juan Carlos Lomonaco, Las Colinas Symphony Orchestra

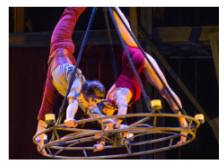
February 16 @ 7:30 pm

\$16.50 - \$46.50

The Las Colinas Symphony Orchestra presents Kiarra Saito-Beckman, Violin w/ Guest Conductor Juan Carlos Lomonaco.

[MORE INFO](#)

[BUY TICKETS](#)



Cirque Eloize Saloon: A Musical Acrobatic Adventure

February 22 @ 7:30 pm

\$21.50 - \$41.50

Inspired by legends of the Wild West, this rollicking adventure is set to the tunes of Johnny Cash and Patsy Cline. Saloon serves up comedy, adventure and acrobatics, and promises to delight and entertain the entire family.

[MORE INFO](#)

[BUY TICKETS](#)

Clicking through the calendar to your event brings you to an event page dedicated entirely to your event. The link to your event listing can be copied (Ctrl C) and pasted (Ctrl V) for your promotional use.

IrvingArtsCenter.com Dedicated Event Listing



TODAY @ IAC

IN THE GALLERIES

- **WFOCUS: North Lake College Advanced Student Photography**
- **Nancy Macko: The Fragile Sea**
- **Out of the Woods: Robert Glen Browne**
- **Drop-In Gallery Tours** 6:30 pm

EVENTS

- **North America Grand Prix Competition**
- **Drop-In Gallery Tour** 6:30 pm
- **Reverendcraft, MainStage (Multi-Day Run)** 7:30 pm

YOUTH & FAMILY

No Events Today

Ilya Yakushev, ENTERTAINMENT SERIES OF IRVING

Russian pianist Ilya Yakushev continues to astound and mesmerize audiences at major venues worldwide. Winner of the World Piano Competition in Cincinnati, Ilya received his first award at age 12 at the Young Artists Concerto Competition in St. Petersburg. He went on to receive the Mayor of St. Petersburg's Young Talents award, and First Prize at the Donostia International Piano Competition in San Sebastian, Spain. He is the recipient of The Award for Excellence in Performance, presented to him by the Minister of Culture of the Russian Federation in Moscow and is the recipient of many other awards, too numerous to list here... don't miss your chance to see him in Irving!

Box Office

Phone: (972) 252-2787 (ARTS)

Hours: Noon to 5 PM, Tuesday through Saturday

WHERE

March 2 @ 7:30 pm

Carpenter Hall
3333 North MacArthur Blvd.
Irving, TX 75038 United States

TICKETS

\$26.50

BUY TICKETS

QUESTIONS?

Call the box office at 972-252-7558

[ADD TO CALENDAR](#)

The Buy Tickets Button directly links to your ticketing page!

From your event page, we are now able to publish a DIRECT ticket link specific to your event at the top of your event page! You MUST get this link from the Box Office by contacting Andy Pate at apate@cityofirving.org if you intend to email, post or otherwise share the direct ticket link. **Copy/pasting the ticketing link from the event page will NOT work!** Alternatively, you may direct folks to Tickets.IrvingArtsCenter.com, where all ticketed events are listed for sale. That link is always safe to give out if you do not wish to give out a direct event-specific ticket link.

MEDIA & CALENDAR RELEASES

The Arts Center is in frequent contact with many publications and media outlets about upcoming events and always sends a monthly calendar release. Those listings are also uploaded to websites that offer calendar listings as IAC staff time permits. Some of the outlets where we submit and upload content include: *The Dallas Morning News*, *Irving Rambler*, *The Burb*, *KERA Art & Seek*, *Arts & Culture Texas*, *The Dallas Observer*, *D Magazine*, *Senior News*, *Where Magazine*, *Theater Jones*, and many others.

In order to be included in the monthly calendar release, ***your event details must be submitted and contract must be finalized six weeks in advance of the start of the month in which the event is scheduled.*** i.e. June 1-30 event information must be received by April 15 to make the May release sent the end of April. Please send your own press releases and calendar listings as well.* In PR, repetition doesn't hurt! *We ask that you send us a copy of all press releases to jmues@cityofirving.org so that we are better able to highlight specific information with members of the media and the general public.

CITY SPECTRUM & ICTN ABOUT TOWNE (Irving Community Television Network)

The City of Irving has two award winning news outlets that use content from the Arts Center's calendar releases. City Spectrum is a monthly color newsletter that is mailed to 93,880 mailboxes in Irving. ICTN has a biweekly half-hour arts series called About Towne that highlights Irving's excellent local artists and craftsmen, entertainment venues and arts organizations. It also serves the viewing audience by publicizing upcoming concerts, performances, festivals and events. Each episode airs four times. Note - for both of these, high res images may be submitted so if you have images, please let us know and we can provide instructions for transferring large images via dropbox or other file sharing method.

Email Newsletters

The Arts Center maintains a variety of newsletter distribution lists in which patrons have opted-in to receive updates and information specific to their interests. We frequently send newsletters informing patrons of upcoming events and/or special offers. If you plan on running some type of promotion, we can - subject to approval - send out the offer to the appropriate list, with 2 weeks lead time*

*Please note - any discounts must be cleared and should be set up for online redemption **IN ADVANCE** through the Box Office (apate@cityofirving.org). The 2 week lead time is designed to allow time for both online set up of any discount codes and newsletter creation / scheduling. ***Please note that we are unable to honor discounts which have not been set up in advance.*** Please be sure to alert **BOTH** Andy Pate and Jeff Mues of the offer so they can advise you of opportunities for redemption / promotion.