

**LEICESTER
SQ THEATRE**

**SHOW & EVENT MARKETING
FOR VISITING COMPANIES**

WELCOME TO LEICESTER SQUARE THEATRE

We look forward to welcoming you to Leicester Square Theatre, in the heart of London's bustling and vibrant West End.

This guide is designed to provide you with useful and clear information on our promotional asset requirements as well as standard and paid marketing options.

As standard, each show or event receives the following in-house marketing support from our marketing team:

- An inclusion in our weekly newsletter the week the show or event goes on sale.
- A social media announcement across our channels the week the show or event goes on sale.
- Further social media posts, especially when fresh content is provided.
- Rotating fullscreen feature on indoor and outdoor digital screens.

While we handle a number of marketing activities for our programme at Leicester Square Theatre, with so many artists coming through the venue each year, we can only achieve the best campaign if you work with us to ensure that information and high quality assets reach the biggest potential audience.

For all marketing queries, please contact marketing@leicestersquaretheatre.com.



DIGITAL ASSETS

Please provide the following promotional images in high resolution JPG or PNG format, with a maximum file size of 500kb:

Placement	Size	Title Treatment
Booking Page	500 x 665	No
Digital Screens	1080 x 1080	No
Website	1600 x 1200	No
Instagram	1080 x 1350	Optional
X (formerly Twitter)	1600 x 900	Optional
Facebook	1080 x 1350	Optional

We also welcome **video content** in 1080 x 1080 and 1920 x 1080 dimensions. When supplying video content, if applicable, please ensure any intros and outros include booking information specific to Leicester Square Theatre where possible. You may also share YouTube links.

Ideas for video content include stand-up clips (no profanity please), show trailers and face-to-camera videos.

PRINT

We have various internal and external frames in which we are able to display posters for your show or event. **We are not able to stock flyers.**

Size	1-2 nights	3+ nights
A1 Poster (laminated)	2	4
A3 Poster	4	8

Please deliver all print to: FAO Marketing, Leicester Square Theatre, 6 Leicester Place, London WC2H 7BX.

Overprint Detail

Box office: 020 7734 2222

leicestersquaretheatre.com

Leicester Square Theatre, 6 Leicester Place, London, WC2H 7BX

Please ensure that your artwork includes margins of at least 1cm to allow for poster frame clips.

If you are mentioning specific ticket prices on any publicity material, the words 'Booking Fees Apply' must be included to comply with ASA regulations. This should be in a smaller font than other elements.

PLEASE SEND PROOFS TO US BEFORE GOING TO PRINT.



PRINT DISTRIBUTION

For PR, flyering and print distribution, we recommend [Mobius Industries](#).
We are happy to make a personalised introduction on your behalf.

OUR LOGO

Should you wish to use our logo on your print materials, our logo pack can be downloaded as a zip file [here](#). We have various brand colour options to choose from, helping complement your designs.

It is not a requirement to include our logo on your print material. If you do choose to use our logo, please do not distort, tilt or modify it in any way.



1. Do not stretch or skew



2. Do not alter line curve or thickness



3. Do not tilt on an angle



4. Do not add text



ORGANIC SOCIAL

Once your show or event goes on general sale, we will announce it on our social media platforms over the course of the onsale week and post further content (if provided) in the run-up to the show. The more content you can provide, the better. Please forward any interviews, video, TV appearances, press features and other relevant content to us whenever they become available and we will do our best to include these in social media schedule.

For reference, all our social media channels (Instagram, X and Facebook) fall under the handle @LSQTheatre. Please make sure you tag us in any social media activity and provide us with all relevant social media handles (if you haven't already done so on your booking form). We will tag all posts created with the provided handles and we encourage artists and their PR teams to engage and share these posts to increase views and audience reach.

PAID SOCIAL

We can run Facebook and Instagram ads through our Meta account with a minimum budget of £100. Let us work with you to understand how best to target your audience.



SOLUS EMAIL

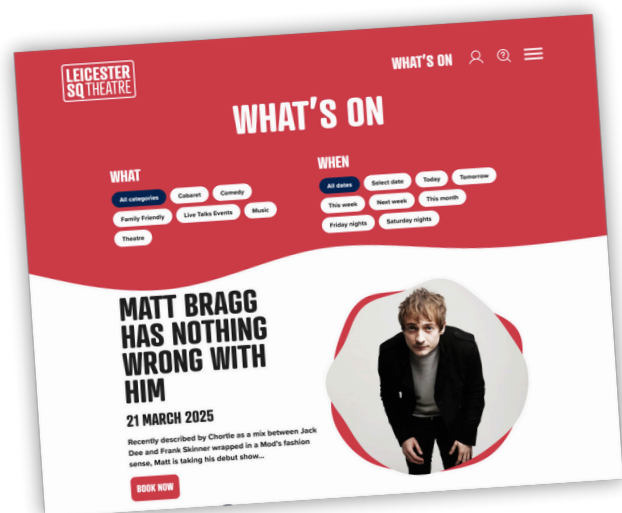
We can put together a targeted solus email for £100 + VAT if desired. This can be targeted to specific and relevant audience segments from our mailing list. We will work with you to establish an ideal audience for your campaign.

RECIPROCALLS

If you have any good relationships with other venues for reciprocal marketing or you know of any similar shows taking place at the same time, do let us know as we can work with them to promote shows across the country and reach audiences that we potentially can't access through our own social media accounts/ mailing lists.

FEATURED WHAT'S ON LISTING

If you are interested in your show or event occupying the headline slot on our event listings page, please get in touch. This is a paid placement and is subject to availability.



LEICESTER SQUARE QUESTIONNAIRE

This is a fun content series ideal for stand-up comedians that features on our website, is included in our newsletters and is published on our social media channels. We'll send you the standard questions and share the most entertaining answers.

We ask that you don't send your answers any later than three weeks before your show, so that you've got the best chance of getting seen and featured multiple times.

These answers can be provided as text, video, recording, or whatever medium you'd like to use.

You can find examples [here](#).





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