



PROCEDURES AND GUIDELINES PUBLICITY

1. Promotion of the event is the responsibility of the presenter. The presenter agrees to allow the Morton Theatre to list any event taking place at the Morton on both the primary (mortontheatre.com) and ACCGov (accgov.com/Morton) websites. The Morton Theatre will submit calendar listings to the following media outlets: Visit Athens GA, Flagpole Magazine, The Red and Black, Online Athens, Patch and Athens-Oconee Parent Magazine (when age appropriate).
2. The Morton reserves the right to display and distribute promotional material concerning upcoming Morton and/or Athens-Clarke County Leisure Services Department programming and events.
3. The presenter hereby irrevocably grants the Morton Theatre consent and the right and permission to take and use for publicity, photographs, images, likeness, actions and statements in connection with the event.
4. Helpful information for marketing and promotions is as follows:
 - a. The Morton Theatre is spelled with an "RE."
 - b. The building's physical address is 195 West Washington Street, Athens, Georgia 30601 in downtown Athens
 - c. Please use the following web address or shortened link when referring customers for ticket sales through the Morton Theatre box office:
mortontheatre.com or the shortened <http://bit.ly/4MTtix>.
5. Facebook is the Morton Theatre's primary social media outlet. Presenters are encouraged to create a Facebook event and allow the Morton to add it to the Morton Theatre Facebook page. **For the integrity of your Facebook event details, please do not add the Morton Theatre as a cohost.** The Morton Theatre Corporation, maintains a separate Facebook page from Morton Theatre and manages it independently.
6. Presenters are encouraged to share their social media links with the Morton Theatre so that they may be used in event listings to engage audiences and increase attendance.

7. Morton Theatre Management can provide presenters with a press release template for the event, and assist in distribution.
8. Please provide the Morton with three posters up to 11"x17" flyers (or a digital file from which they may be printed by the Morton), and any cards, brochures, or other materials for patrons to pick up and take with them. Please be sure to also send a digital event or organization logo and/or copy of your poster to use online.
9. Please feel free to inquire about local media. We would be glad to share contacts and resources to reach radio, print, or other relevant outlets.
10. The Morton Theatre publishes two monthly e-newsletters: the "Call Sheet" to recruit volunteers and to give them an early look at the coming month's events, and a general event newsletter. Please submit current event details and images to ensure that your event is included and shared with our subscribers.
11. Please see below for how your event will be displayed on the Morton's primary website/the information needed to list your event.

DATE/S & TIME/S:

PRESENTED BY: *(Include all entities that need to be publicly listed)*

ADMISSION: *(Include all ticket types/prices or if unknown, indicate the range of ticket prices)*

TICKET OUTLET: *(If event ticket sales and distribution will be handled solely by you, the presenter or your designee please provide locations/links, etc.)*

BRIEF EVENT DESCRIPTION: *(Examples include "A play by Jane Doe" "An event featuring Canadian dance, music, and fashion")*

FULL EVENT DESCRIPTION: *(Please include a full, engaging description or synopsis of the event, performers. The information, detail, and graphic/logo you provide will be posted just as you send it on our Morton Theatre in-house and web event calendars, but could be edited or condensed in other media listings that require information in different formats and varying size restrictions.)*

CONTACT FOR SHOW DETAILS: *(Company or individual's name, phone number, email, or any combination thereof. There must be at least two forms of contact for the public and/or media.)*

CONNECT: *(Your website, social media platforms, hashtags? If you create a Facebook event, please let us know. We can add it to our page once you give us the link. Please do not include us as a co-host.)*