



PROCEDURES AND GUIDELINES PUBLICITY

1. The promotion of the presenter's event is the sole responsibility of the presenter. The Morton Theatre will be happy to provide you with helpful promotional information, and will augment your efforts by posting your event in multiple media outlets.
2. The Morton reserves the right to display and/or distribute promotional material concerning upcoming Morton and/or Athens-Clarke County Leisure Services Department programming and events.
3. The Presenter(s) 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 performance.
4. For your posters, flyers, programs, and other P.R. related items:
 - a. The Morton Theatre is spelled with an "RE."
 - b. The building's physical address is 195 West Washington Street, (Downtown) Athens, Georgia 30601.
 - c. We ask that for ticket sales you provide the theatre's website www.mortontheatre.com.
 - d. If you need to provide the theatre's phone number as a contact for information, please use our Events/Tickets Line number (706) 613-3771. This is also the number people can call for ticket purchases.
 - e. The Morton Theatre logo can be utilized on promotional materials and programs. Please contact us to receive the logo in various formats and the specifications for its use.
5. Morton Theatre events are listed on many community calendars in print and on the web. Each calendar/media outlet requires event information in different formats and varying size restrictions. The information, details, and/or graphic (should you supply it yourself) will be printed just as you send it on our Morton Theatre in-house and online calendars, as well as on the Facebook event we'll create, but could be edited or condensed in other media listings.

6. Please provide the Morton staff with your social media addresses and web links to your organization, sponsors, performers, etc. These links will be accessible on the Morton Theatre website listing for your event.
7. As soon as your promotional materials for your event become available please share them with us. Morton Theatre staff can also assist you with distributing your press release. If you need help writing one Morton staff can provide you with a helpful template.
8. Please submit at least 4 posters to us, and any cards, brochures, or other materials you would like to have available for patrons to pick up and take with them. Please be sure to also send a digital logo and/or copy of your poster to place online.
9. We cannot foresee all needs and changes that will arise. Please inform us of problems as soon as they arise, and we will try to work with you to solve them.