



TASHI 2014 NATIONAL TOUR
VENUES GUIDE TO PROMOTIONAL MATERIALS

VENUE GROUPING	VENUES	RELEVANT MATERIALS	NOTES
Term 1 - in school seasons	Ipswich, Gold Coast, Pt Macquarie, Taree, Parramatta, Bathurst, Orange, Wagga Wagga, Queanbeyan, Geelong, Sale, Albury	Posters & Fliers Term 1 education timeline Letter template - Teacher/Librarians -in school, Principals- in school, Child care Centre Directors, Community Librarians Press Release TVC footage & template Ad shell template	Please see term 1 timeline
Term 2 - in school seasons	Esperance, Bunbury, Mandurah, Geraldton, Carnarvon, Pt Hedland, Darwin	Posters & Fliers Term 2 education timeline Letter template - Teacher/Librarians- in school, Principals- in school, Child care Centre Directors, Community Librarians Press Release TVC footage & template Ad shell template	Please see term 2 timeline
Weekend performances only	Redland, Geelong, Margaret River	Posters & fliers Letter template - Principals & Teacher/Librarians_holiday promo Letter template - Childcare centre director Letter template - Community Librarian Newsletter insert (edit to include your information, then upload to your website for schools to access online & include with the letters above) Press Release TVC footage & template Ad shell template	Schools might release a newsletter weekly or monthly, to seek their support to advertise in the school newsletter, it is best to connect with the schools at least 1 month out from the season Your local library could be a great way to advertise - send this letter and some posters & fliers to the childrens librarian for them to feature in the library.
School holidays	Griffith, Mildura, Hamilton, Darebin, Gasworks, Merredin, Kalgoorlie	Posters & fliers Letter template - Principals &Teacher/Librarians _holiday promo Letter template - vacation care facilitators Letter template - Childcare centre directors Letter template - Community Librarian Newsletter insert (edit to include your information, then upload to your website for schools to access online, & include with letters above) Press Release TVC footage & template Ad shell template	To catch a final school newsletter we advise connecting with schools at least 1 month before the end of term. Vacation Care Centres will usually advertise a program to parents 6-8 weeks in advance of the holidays, to invite this market to the shows, it is best to connect with them at least 2 months prior to the performances. Many child care centres are only closed on public holidays so they should be an appropriate target leading up to school holidays, they will need about 8-10 weeks notice to arrange an excursion. Your local library could be a great way to advertise - send this letter and some posters & fliers to the childrens librarian for them to feature in the library.