

MARKETING ASSETS CHECKLIST



THE ESSENTIALS:

- Logo (PNG format)
- Hi-Res photos
- Trailer → Is it under 2 minutes?
- Full-length recording
- Video excerpts of the work
- Contact
 - Tel/Cel, Email, or “contact me” form
- Recent press
 - Links to articles
 - Articles in PDF
 - Selected pull quotes
- Description of the show
 - Short blurb
 - Long description
- Bio/description of the company

DOES YOUR WEBSITE INCLUDE:

- Your Logo
- Your location?
 - Who is your leadership?
 - Artistic
 - Administrative
- The year your company/project was established
- What shows are currently available for touring, and what size touring company do they tour with
- Your touring history (include: Year, venue, city, country, rep - presenters will want to know this info, and will also be useful for grants and other applications)

OTHER INFO TO HAVE IN HAND:

- tech rider (ready to be emailed)
- range in touring fees (be that for a “local” engagement within driving distance, or a flying engagement)



- touring headcounts & roles: what your touring headcount translates into in terms of necessary vehicles & parking spaces
 - size description of vehicles needed
- rooming count (singles vs doubles, how many nights)freight dimensions & estimated fees
- study guides (if you've got them)