



St LAURENCE
CHURCH • ROOMS • GREEN SPACE

Marketing Pack

INFORMATION AND REQUIREMENTS (BOOKINGS)

St Laurence: Stroud Centre for Peace & the Arts

The Shambles, Stroud, GL5 1JL

Website: stlaurencefuture.org.uk (from end of July - StLaurenceStroud.uk)

Instagram: StLaurenceStroud

Facebook: St Laurence: Stroud Centre for Peace & the Arts

We look forward to welcoming you to St Laurence. Please look through the following and provide as much as you can to help us promote your event. **Items in bold are required for all events.** If you cannot provide these, please email to discuss further.

Please email a link to your own EPK or Marketing Pack, ensuring that it has everything we need, OR individual files to kate.raw@stroudparishchurches.org.uk

Use of these assets are for:

- Our website
- Our brochure, released every 4 months. January / May / September
- Production of posters and flyers where you are not providing print yourself.
- Our social media pages, Facebook & Instagram.

You should have been provided with a link to our G-Drive Folder, which contains our logos and footers.

Included here is information regarding:

- Images
- Text / copy
- Videos
- Posters and Flyers

Please contact Kate Raw, Social Enterprise Development Manager, on the above email address Tue-Thu if you require any further assistance with design.

1. IMAGES

At least 2 high resolution photos / promotional images, without text or logos. Ideally at least 1920px x 1080px, at 300dpi.

If you wish to crop or design images yourself to make them suitable for socials

If you have a logo or designed title: a transparent high resolution PNG.

Theatre: If you have additional images closer to performance date of the show in performance that we can share on socials, this is always helpful.

2. TEXT / COPY

70-150 words for the brochure. Please note we have limited space in the brochure, so we reserve the right to edit copy slightly if we need to.

Your full promotional copy for the website.

Approx 2/3 sentences for the What's On (max 50 words). If this is not provided, we will edit as we see fit.

Social media handles and website. We will endeavour to share these, and interact with them via our own socials @stlaurencestroud

3. VIDEOS

Although videos are not required, they can help in selling events. Please make sure that footage is high resolution, and will assist in 'selling' the event. We find that having the original files works best for us on social media, as it means we can link the video to an advert, and therefore generate traffic to your page on the website. However, having a Youtube/Vimeo link works better on our website, so that we don't have to 'host' the video. We will do our best to interact with your own social media

Original files, ideally MP4, using a download link (Dropbox / G-Drive / WeTransfer etc) so we can share with our social media manager.

Youtube or Vimeo links.

If you have additional 'stories', we can share these via our stories on Instagram and Facebook, do pop us a DM so we can share if we're available.

4. POSTERS and FLYERS

If you are providing your own print:

- We require **1 A2** (Preferred A2) or **2 x A3** – at least 120gsm
- **Up to 4 A4's**
- **Up to 300** (200-250 standard) **A5 or DL Leaflets** – at least 120gsm

Please use our footer (found in the logos and footers folder on our G-Drive) in full, using the edges of the image as a guide for spacing. This is to ensure continuity when promoting events in our community and venues, identifying the poster/flyer clearly as an event happening at St Laurence: SCPA

Incorporate all other information to do with the event in the body of the poster / flyer. Eg:

Jazz Night

Sat 22 April

7.30pm (Doors open at 7pm)

£14.50 / £10 Under 25's

Please also clearly reference which venue your event is taking place in - choose from:

- St Laurence Church
- St Laurence: Shambles Hall
- St Laurence: The Upper Room
- St Laurence: Green Space

Flyers may be double sided, with additional information on reverse.

If you are **unable** to incorporate our footer into your Design, please incorporate the following:

- Logo - either 'main logo' or St Laurence Church logo is the event is solely happening in the church.
- Address : The Shambles, Stroud, GL5 1JL

If you are just providing a standard poster, with a blank space for the venue, please note we do not have capacity to print our footer onto satin or gloss paper, we can only print in black and white onto matt or bond A4 / A3 posters.

If we are designing your print:

- If you have existing posters, please forward them for us to work off.
- Ensure you have provided us with an image to use for the poster.
- Ensure any information you want included, such as quotes, website etc are clearly given.
- Ensure we are given plenty of time pre-event. I work in the office 3 days a week, and therefore turnaround is not quick unless urgent.

Please be aware the cost of print may be deducted from your fee or split. This will be discussed at the point of contract.

Many thanks,

Kate Raw