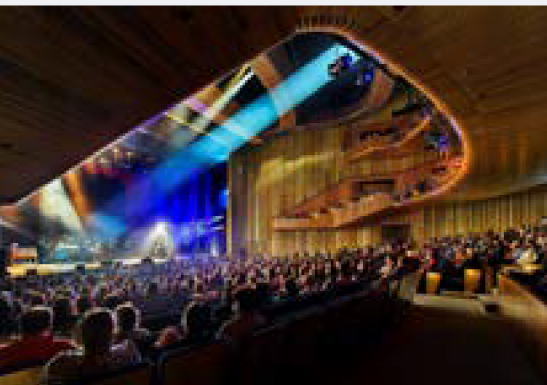




MARKETING SERVICES



DEFINE EVENT MARKETING

What is Event Marketing?

- Through effective event marketing, we work to boost visibility and encourage a full house. We want patrons to come to your show! Show marketers use a variety of tools and avenues to move potential patrons through the marketing funnel.

AWARENESS

Inform your target audience of your event

INTEREST

Tell your target audience why they should be interested in your event

PURCHASE

Direct potential customers to the ticketing page for purchase

How to Evaluate the Live Event Landscape in Our Market

- Where do you hear about the events that you go to?
- What other venues are doing similar events in our market?
- What are other performers doing to market their shows?
- Are there any competing performances similar to yours to be aware of?

Ideal Timeline for Event Marketing

- We recommend 12 weeks minimum between announce/on-sale and show date. To accomplish this, provide the Capital One Hall team with all the assets on the following page 10 days prior to your announce date (110 days prior to the show date).

ASSETS REQUIRED TO ANNOUNCE

Ticket Build Form

- Complete the ticket build form to tell the Capital One Hall box office how you would like to list your show on Ticketmaster, how you would like to price your tickets, and if we should prepare any special discounts or promo codes.
- **Main Theater:** All shows start with both balconies closed. Balcony One will open after 700 tickets have sold, and Balcony Two will open after 1000 tickets have sold. We recommend no more than four different prices, and also encourage doing one price level with GA seating.
- **Vault:** Sellable capacity is 204 for most shows. We recommend no more than one different price.

Show Poster / Collateral

- Each show will **need to have a show poster**. A captive, demonstrative combination of imagery and text that describes the event and communicates important show details (show name, date, time). Need inspiration? Browse through our website to see what other shows are doing to showcase their event and capture the eyes of website visitors.
- Brochures, programs, endorsements and sponsorships **must be approved by Capital One Hall** prior to distribution.
- Required asset specifications and an example are found on the next page.
- Need graphic design help? Not sure how to get the required sizes? Ask us for help!

Digital Footprint

- Send us the following links for your organization: Website, Facebook, Instagram, Twitter, TikTok

Marketing Plan

- Share your marketing plan with Capital One Hall prior to Announce/On-Sale so we can coordinate efforts and provide feedback. The marketing plan should include any paid advertising (radio, print, TV, outdoor), PR opportunities with local media, and partnerships with local businesses or schools that can assist with distributing event flyers or posters.

VENUE ASSET SPECS

Venue Social Media

Instagram Post: 1080px by 1350px
Instagram Story: 1080px by 1920px
Facebook Post: 1080px by 1350px
Facebook Event Cover: 1080px by 1920px
Twitter Post Image: 1080px by 1350px

Ticketmaster

Account Manager Image: 1920px by 1080px
Organization Image: 2426px by 1365px*
**logo centered on blank white/black background*

Venue Website

Images should be JPG and less than 1 MB.
Event Page Main: 1440px by 780px
Event Page Thumbnail: 380px by 250px

Venue E-Newsletter

Featured Image: 1920px by 1080px

EXAMPLES NOT TO SCALE, FOR VISUAL REFERENCE ONLY

Event Page Thumbnail (380x250)



Ticketmaster Organization Image (2426x1365)



Event Page Main (1440x780)



Instagram Post Square (1080x1080)



BUILD A MARKETING PLAN

Define Your Audience

- Who comes to your events?
- Who do you expect to come to your events?
- What shared demographics/habits do they share?
- What do they do for fun? What are they doing on any given weekend?
- Where do they consume information? (Social Media, Radio, TV, Newspaper)
- Are you already engaging your audience? How?
- Example for Big Time Ballet, a youth dance company producing Shakespeare
 - Samantha: 40 years old, head of household with 2 young girls, looking for weekend plans for the family, likely Facebook user
 - Jim: 35 years old, parent of child in the production, interested in inviting neighbors to the show, subscribed to the Big Time Ballet newsletter

Determine Your Marketing Mix (Where Will You Advertise?)

Consider your responses to the above questions, particularly to how you anticipate your audience consumes information. Are they on social media? Are they subscribed to your newsletter? Do they go to certain websites to look for weekend plans? How can we use these answers to select any combination of the following marketing channels for your marketing plan?

- Social Media (Instagram, Facebook, Twitter, TikTok)
- Local Event Listings (ArtsFairfax.org, TheBeacon.com, WashingtonParent.com, DullesMoms.com, Visit Fairfax, etc.)
- Radio
- TV
- Digital (Google Ads, Display Ads on 3rd-party websites)

Allocate Your Marketing Budget

- How much do you have to spend on promoting your show? How will you allocate those dollars between the channels you've selected from the list above?
- Check the appendix for two sample marketing budgets.

SHOW MARKETING TIMELINE

Marketing as a Process

Show marketing has a unique formula that helps marketing professionals stay on track, allocate marketing spend, and evaluate sales performance. It unfolds in three phases:

Show Announcement / On-Sale (three months prior to show)

Announce your show to the world! What is your show? Why should people come see it? When do tickets go on sale? Answer these questions and more when you share your event for the first time. We recommend announcing on Tuesday at 10:00AM.

Put your tickets on sale! Allow approximately 110 days for your marketing efforts to inform, entertain, and convert your target audience into ticket buyers. In the following pages, see what is needed to get your show on Ticketmaster/CapitalOneHall.com and explore best practices for creating buzz in the first two weeks of your selling window.

Maintenance (the time between on sale and close)

Time to get creative. What low- or no-cost outlets are available at our disposal? Continue to tell the story of your event. Stay in touch with previous buyers.

Close (two weeks prior to show)

Crunch time! This is when most ticket-buying will take place and where we recommend allocating most of your spend. What creative elements (flashy images, engaging video) do we have remaining to share with our audience?

[Let's look at each phase in more detail >>>](#)

PHASE ONE: ON-SALE

Required Assets / Information

- Ticketing Build Form (Sent in the same email as this form.)
- Artist Images/Show Poster (.PSD/High-Res JPEGs are great; see page six for sizing)
- Event Description (What is your show? Why should people be interested?)
- Press Release, Official Website, and Official Social Handles
- Your Marketing Plan (How will you get the word out? What worked in the past?)
- Target Audience Description (Who buys tickets? What do they like? How old are they? Where do they live?)

What Will Capital One Hall Do to Support the On-Sale? (No Cost)

- Post On Social Media (Instagram, Facebook, Twitter)
- Distribute Press Release to Local Outlets
- Newsletter Inclusion (Show image and description to our 20k+ list)
- Inclusion in On-Site Show Listings
- Post Your Event to Our Website and Ticketmaster.com

What Else Can We Do? (Paid Opportunities)

- Digital Advertising (\$0 - \$1,000) *Recommended During On-Sale
- On-Site Signage (Pole Banner: \$300, and Marquee: \$500)
- Handbill Distribution at Similar Shows (\$100)
- Radio (\$2,000-\$4,000)
- TV (\$4,000-\$8,000)

What Can You Do?

- Post On Social Media
- Notify Your Email Subscribers
- Re-Share Capital One Hall Posts

PHASE ONE: ON-SALE

Sample Artwork and Captions



Join us Saturday, December 13 at Capital One Hall as our dancers bring the timeless story of The Nutcracker to life. From Clara's dream to the Land of Sweets, it's a holiday tradition you won't want to miss. Tickets are now on sale (10 am est) for everyone to purchase!!!! Link in bio!



The @indigogirlsmusic are returning to @capitalonehall with the @fairfaxsymphony on JUNE 20!
Tickets go on sale 12/20 at 10AM.
Presale on 12/19 at 10AM
Sign up for our newsletter to receive the access code on 12/19 at 8AM



A NEW ERA is coming to Capital One Hall on March 18. This show promises to be a mesmerizing fusion of timeless tradition and modern storytelling, a spellbinding tribute to the enduring power of Irish music.
Tickets go on sale this Friday at 10AM via Ticketmaster



Save the date! GWCD will be back on stage at @capitalonehall March 15 with an original Chinese dance drama sure to delight and enchant the whole family! Follow us for more updates coming soon!

PHASE TWO: MAINTENANCE

Required Assets / Information

- Photos/Video From Past Performances
- PERFORMER SPOTLIGHTS / SHOUT-OUT VIDEOS

What Will Capital One Hall Do During Maintenance? (No Cost)

- Post On Social Media (Instagram, Facebook, Twitter)
- Inclusion in On-Site Show Listings
- Ticket Giveaways

What Else Can We Do? (Paid Opportunities)

- Handbill Distribution at Similar Shows (\$100)
- Radio (\$2,000-\$4,000)
- TV (\$4,000-\$8,000)

What Can You Do?

- Post On Social Media
- Notify Your Email Subscribers
- Re-Share Capital One Hall Posts

PHASE TWO: MAINTENANCE

Sample Artwork and Captions

<  Capital One Hall
Sep 30 · 🌐



\$30 tickets? Yes, you read that right. 🙌 We Rock Cancer starring Tonic and Brisk comes to Capital One Hall on October 11—and for a limited time, you can lock in this deal with code WANTED on Ticketmaster.

For this campaign, We Rock Cancer featuring Tonic and Brisk promoted with a special \$30 ticket sale available for a limited time. This example focuses on raising awareness about the show and the cause.

Here, Girlfriend in a Coma has announced their show and promoting available tickets along with all pertinent show details. This is a strong way to build early awareness and drive traffic as soon as the event goes live. Capital One Hall is happy to occasionally share posts we are tagged in. Don't forget #Hashtags!

<  Girlfriend In A Coma - Tribute to Morrissey & The Smiths
2d · 🌐

Just announced and tickets available today!
The Vault at Capital One Hall, Friday, Jan 23, 2026
with our friends REMnant A Tribute to REM
#alternativerock #newwavemusic #tysonscornerva
#ConcertVibes #livemusic



PHASE TWO: DIGITAL MARKETING

Digital Advertising With Capital One Hall

Connect with Capital One Hall patrons at every stage of your campaign through digital advertising. Our website and e-newsletter keep our audiences engaged with upcoming shows and explore new entertainment opportunities. Digital Advertising is available for \$0 - \$1,000.

UPCOMING SHOWS



NOVEMBER 28, 2025 DOORS: 7:00PM
The Vault Presents
Be Kind & Rewind - Ultimate 90s Experience
The Vault

[MORE INFO](#)
[BUY TICKETS](#)

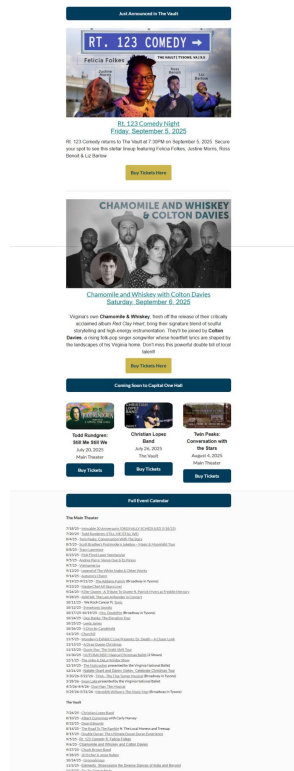


NOVEMBER 29, 2025 DOORS: 7:00 PM
SPECIAL NATIONAL COMEDY EVENT
Derrick Knopsnyder
with Jared Stern & Christopher Lawrence
The Vault

[MORE INFO](#)
[BUY TICKETS](#)

CAPITALONEHALL.COM OFFICIAL WEBSITE

The CapitalOneHall.com Events Page showcases all announced shows, including key details such as show descriptions, door times, and direct ticket link. This page is a central resource for patron exploring and planning their visit.



E-Newsletters

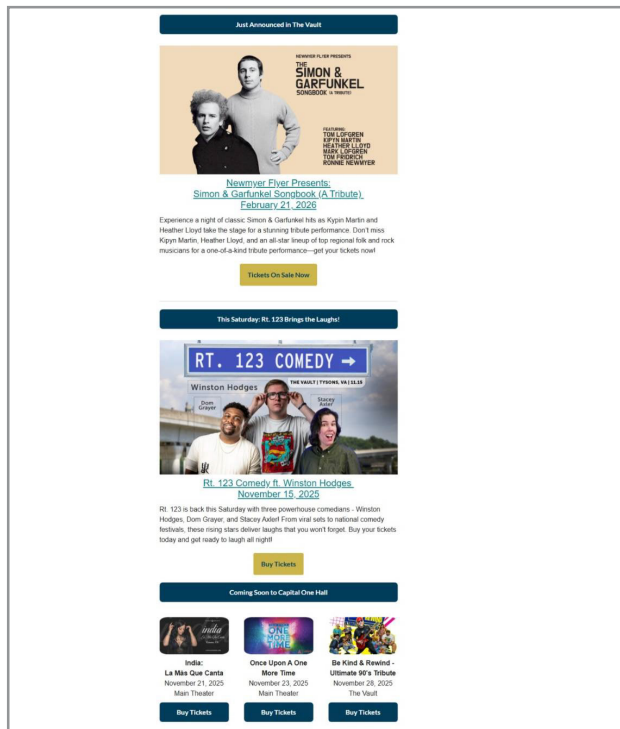
Capital One Hall's e-newsletters highlight upcoming shows and serve as a key promotional platform. Each edition includes featured posts, "Coming Soon" listing, and a full event lineup at the end of the newsletter.

What We Need From You

- Featured Image: 1920px by 1080px
- Photos/Video From Past Performances
- Acceptable file formats are JPG or PNG
- Description should be 50 words or less

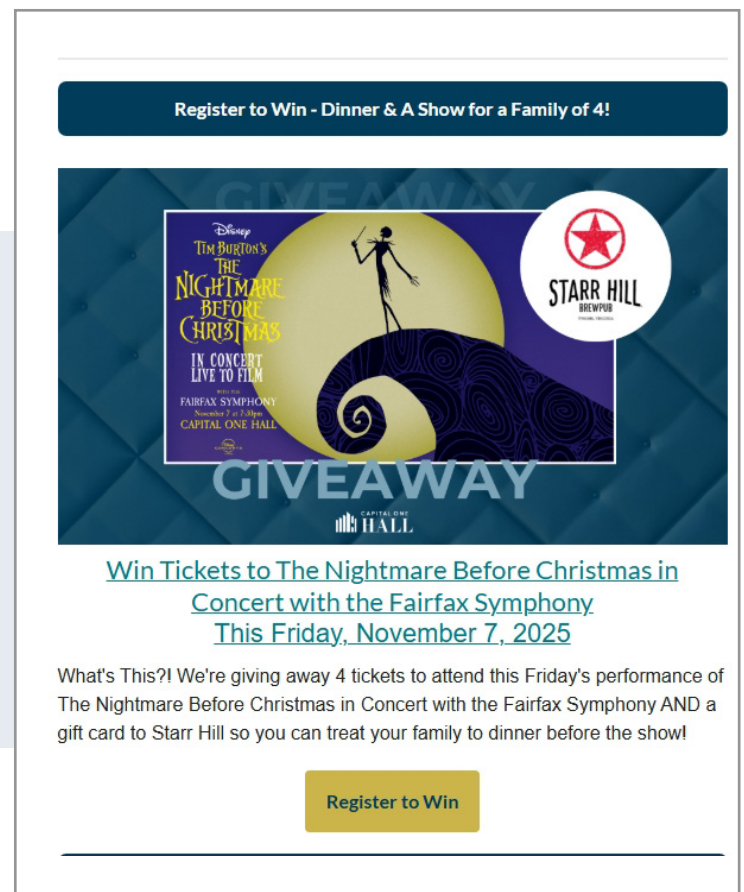
PHASE TWO: DIGITAL MARKETING

Sample Newsletters



This section of the newsletter presents new show announcements of recently added show. Followed by the featured Vault show of the week. A small preview to three upcoming events to help keep readers informed about what's next.

Giveaways do not happen for every show and depend on availability. When offered, it can help spark interest and motivate readers to purchase tickets.



PHASE TWO: EXTERNAL & INTERNAL

External Marketing

Marquee:

- Full Panel - \$1,000
- Half Panel - \$500
- Located outside at the front of the hall, displays upcoming shows in a stacked, easy-to-view format.

Light Pole Banners: \$300

- Positioned throughout the Capital One Hall block, featuring show artwork and key details in banner form.

Captivate Screens:

- Digital Screens that showcase up to three upcoming shows, with the option to purchase a full screen feature for a single event.

Internal Marketing

Digital TV:

- During other events, the TVs display graphics promoting upcoming shows. This helps build excitement among patrons and ensures potential buyers are exposed to events that interest them.

Program Guides:

- \$750 – Half-page
- \$1,000 – Full-page
- \$1,500 – Inside front or back cover
- For our Broadway Shows, we provide program guides, and other shows have the opportunity to purchase a full-page or half-page advertisement. Availability varies, all art work requires prior approval, and Capital One Hall reserves the right to refuse submissions

External & Internal Specs

Marquee:

- Full Panel - 48in x 107 in
 - Half Panel - 48in x 87 in
- (Include a 2-inch bleed around the border)

Light Pole Banner:

- 1080px by 1920px

Captivate Screens:

- 1920px by 1080px

Digital TV:

- 1920px by 1080px

Program Guide:

- Full Page - 5.875x8.875
- Half Page - 4.625x3.625

PHASE THREE: CLOSE

Required Assets / Information

- Photos/Video From Past Performances
- Performer Spotlights / Shout-Out Videos

What Will Capital One Hall Do During Close? (No Cost)

- Post On Social Media (Instagram, Facebook, Twitter)
- Newsletter Inclusion (Full Event Listing at Bottom of Email)
- Inclusion in On-Site Show Listings

What Else Can We Do? (Paid Opportunities)

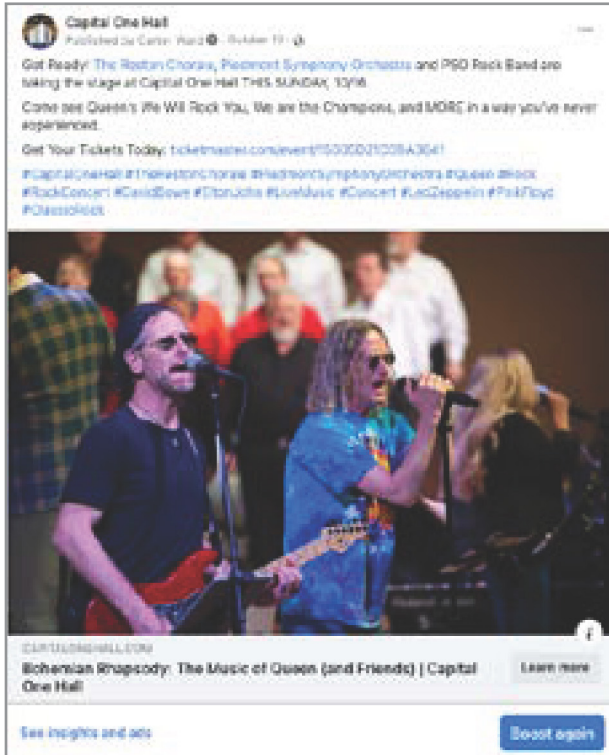
- Digital Advertising (\$0 - \$1,000) *Recommended During Close
- On-Site Signage (Pole Banner: \$300, and Marquee: \$500)
- Handbill Distribution at Similar Shows (\$100)
- Radio (\$2,000-\$4,000)
- TV (\$4,000-\$8,000)

What Can You Do?

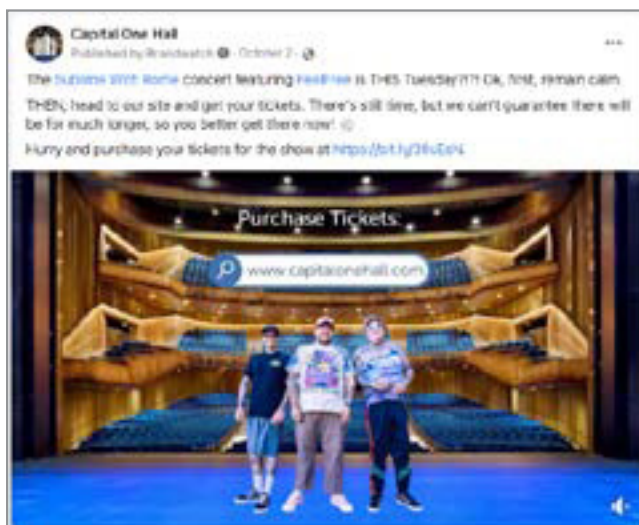
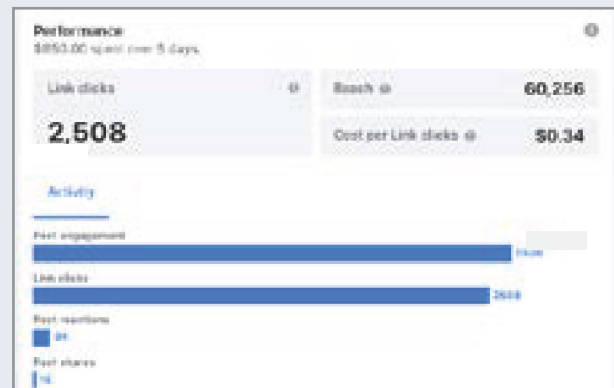
- Post On Social Media
- Notify Your Email Subscribers
- Re-Share Capital One Hall Posts

PHASE THREE: CLOSE

Sample Artwork and Captions



The Reston Chorale and Piedmont Symphony Orchestra had great success with the post on the left. Create urgency by noting the proximity of the show, use recognizable words/notable names/features of the event, and include the ticketing link. This post was also run as an ad the week of the show and had the results below.



The Capital One Hall team built excitement for Sublime with Rome and FeelFree with this post. The creative element featured a GIF with the band name and search bar demonstrating how to find the tickets.

EVALUATE YOUR MARKETING PLAN

Marketing Metrics

- Impressions (how many total views a post or ad received)
- Reach (how many unique users saw the post or ad)
- Link Clicks (how many users clicked on the ticket / show detail link)
- Shares (how many users shared the post with their network)

Evaluate Ticket Sales

- Once your marketing plan moves a potential guest to the 'purchase' phase, there should be noticeable ticket movement.
- The Capital One Hall box office can add up to two people to receive daily/weekly ticket reports via email.
- What marketing is running? What types of tickets are selling (expensive, cheap)?

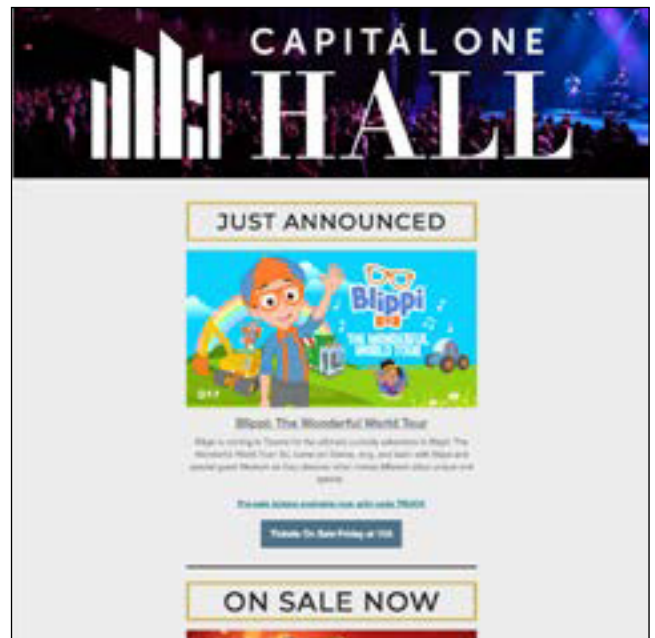
If Tickets Still Don't Sell...

- If you're battling with a stubborn or hard-to-reach audience, there are a number of ways to adjust and try again. Examples below:
 - Promotional Offers/Special Ticket Discounting: Is your target audience accustomed to a lower price level? Try reducing the price of your ticket or offering special discounts (family four pack, 10% discounts, etc.) to entice them.
 - Target a new audience: Is there a demographic we haven't considered? Could we expand the age range or alter the gender affiliation of our target audience?
 - Cross Promotion / Networking: Who in your circle can boost the event for you? Is there a sister organization who could do an email blast? Who in your community might promote the show in exchange for tickets?

WHAT DOES THE VENUE DO?

Included Marketing Efforts (No Cost To You)

- Venue Website Event Listing
- Venue Social Media (Twitter, Facebook, Instagram, TikTok)
- Venue E-Blast (Announce, On-Sale, Event Listing in All Emails to 28k+)
- Inclusion in On-Site Event Listing Handouts
- ¹⁷⁻Press Release Distribution
- Local Event Listings (ArtsFairfax.com, VisitFairfax.com, etc.)



Placing At-Cost Paid Advertising

- Paid Social Media Campaign (Recommended minimum: \$100)
- Radio (Recommended minimum: \$2,000)
- TV (Recommended minimum: \$3,000)
- Digital (Recommended minimum: \$5,000)

APPENDIX

Sample Marketing Budget, Digital Only

	0	1,000.00	
Marketing Plan			
Your Show Name Here			
Show Date Here	Gross Budget \$1,000.00		
ONLINE Facebook/IG/Twitter Venue	# Spots	Trade Tix	
Placed Facebook/IG/Twitter Venue	Week of Announce + 1 Week	250.0025	250.0025
Placed Facebook/IG/Twitter Venue	Middle of Advertising Campaign 2	0.00500.	0.00500.
Placed	Weeks 2 Weeks Prior To Show Date	00500.00	00500.00
		1,000.00	1,000.00
VENUE Website:	000	00000	
CapitalOneHall.comVenue	Enter Length of Advertising	0	0 0.00 0.00
Exterior Poster Venue Pole	Enter Length of Advertising	0	0 0.00 0.00
Banner Various Venue	Enter Length of Advertising	0	0 0.00 0.00
Eblasts Venue Social	Enter Length of Advertising	0	0 0.00 0.00
MediaVenue Marquee	Enter Length of Advertising	0	0 0.00 0.00
		0 0.00 0.00	
			1,000.00

Sample Marketing Budget, All Channels



Marketing Plan

Your Show Name Here

Show Date Here

Gross Budget \$62,500.00

	Dates	# Spots	Trade Tix	Cash - Gross	Cash - Net
RADIO					
Company	2 Weeks Prior to Show Date	0	10	3,500.00	2,975.00
		0	10	3,500.00	2,975.00
TELEVISION					
Company	3 Weeks Prior to Show Date	0	0	10,000.00	8,500.00
Company	3 Weeks Prior to Show Date	0	0	4,500.00	3,825.00
		0	0	14,500.00	12,325.00
PRINT					
Company	2 Weeks Prior to Show Date	0	0	4,000.00	4,000.00
		0	0	4,000.00	4,000.00
OUTDOOR					
Company	2 Weeks Prior to Show Date	0	0	6,500.00	6,500.00
Company	2 Weeks Prior to Show Date	0	0	3,000.00	3,000.00
		0	0	9,500.00	9,500.00
ONLINE					
Facebook/IG (Venue Placed)	Split evenly amongst the advertising weeks	0	0	1,000.00	1,000.00
		0	0	1,000.00	1,000.00
Digital					
Company (OTT, SEO, Digital Display)	Split evenly amongst the advertising weeks	0	0	30,000.00	30,000.00
		0	0	30,000.00	30,000.00
VENUE					
Website, CapitalOneHall.com	Enter Length of Advertising	0	0	0.00	0.00
Venue Exterior Poster	Enter Length of Advertising	0	0	0.00	0.00
Venue Pole Banner	Enter Length of Advertising	0	0	0.00	0.00
Various Venue Eblasts	Enter Length of Advertising	0	0	0.00	0.00
Venue Social Media	Enter Length of Advertising	0	0	0.00	0.00
Venue Marquee	Enter Length of Advertising	0	0	0.00	0.00
		0	0	0.00	0.00
TOTAL			Trade Tix	Cash-Gross	Cash-Net
			10	62,500.00	59,800.00