



Hi There,

I hope this message finds you well! My name is Kate Wilkins; I take care of INDUSTRYimage's event sponsorship and community support program. We are a creative design and digital print studio located in the Gastown area, and in seven other cities across Canada.

I am writing to you today because I wanted to let you know about our recent commitment to increase our support of the Vancouver arts community. The state of our economy, combined with recent government cuts to arts funding, has increased the pressures and challenges faced by non-profit arts organizations in our city. We believe that the non-profit arts community is integral in the formation and maintenance of a Vancouver cultural identity and experience, and we want to support these important efforts and contributions.

In this spirit, we are introducing **The Hot Ticket** campaign in support of local non-profit arts groups. Any professional or amateur theatre, dance, or arts company or organization operating as a not-for-profit, who produces at least three shows per year, is invited to receive free printing of admission tickets to their shows. This promotion will continue until June 1st, 2010, or until 50 000 tickets have been given away, whichever comes first. **Further details may be found on the following pages.*

Physical tickets have proven to be great marketing tools, even if you are currently also using an online ticketing system. Physical tickets allow cast, crew, and friends to do grassroots marketing to increase sales and awareness of your shows, and make it more attractive to give tickets as gifts. We encourage you to work with our talented design team. You may also provide us with your own design ready for print, or we will also be offering pre-designed basic ticket templates (see following pages).

For five years INDUSTRYimages has been working with local arts communities, and we are thrilled to introduce this new opportunity. We hope that **The Hot Ticket** will provide some support to the arts in these challenging times, and would appreciate any ideas or feedback from you regarding how we can make this campaign better. I'd love the opportunity to sit down and chat with you about how INDUSTRYimages can work with your company. Please let me know when you might be available!

I look forward to hearing from you,

Sincerely,

Kate Wilkins

Event Sponsorship and Community Support
INDUSTRYimages-Vancouver

p. 604-321-3038 x.115
e. kate.w@industryimages.com



The Hot Ticket Campaign:

Rules and Regulations

- All tickets will be printed on MOE post-consumer recycled 80# matte cover card stock.
- Tickets will be numbered twice and perforated (unless otherwise requested).
- Tickets will feature event/production details on the front (full colour)
- Backs of tickets will be black and white, featuring the INDUSTRYimages logo and Hot Ticket campaign details. *(see attached for example).*
- This promotion is extended to all arts based not-for-profit companies that produce a minimum of three shows per year, and are based in the Greater Vancouver Area.
- The Hot Ticket campaign only applies to admission tickets.
 - o (note, if you would like to explore sponsorship opportunities beyond The Hot Ticket, please email Kate Wilkins (kate.w@industryimages.com) for consideration. Be sure to include detailed information about your event)
- This promotion will expire on June 1, 2010, or once we have given away 50,000 tickets, whichever comes first.
- Companies may take advantage of The Hot Ticket campaign for a maximum of 4 productions, which may not exceed a total of 4,000 tickets in total. (Please contact Kate Wilkins if you are interested in the Hot Ticket but your event requires more than this number of tickets).

Please contact us at hotticket@industryimages.com to order tickets for your next show!

Or, fill out the attached forms, print them off, and fax them back to us at 604-638-0221 to begin your ticket ordering process! Once you fax the forms, please email hotticket@industryimages.com to let us know you have placed an order, and we will get back to you with a confirmation!

WWW.INDUSTRYIMAGES.COM

VICTORIA
835 Fisgard St.
Victoria BC V8W 1R9
tel: 250.381.3038
fax: 250.381.2339
toll free: 1.866.781.3038

VANCOUVER
439 Railway Street
Vancouver, BC V6A 1A7
tel: 604.321.3038
fax: 604.638.0221
toll free: 1.866.992.2337

EDMONTON
14214 Stony Plain Road
Edmonton, AB T5N 3R3
tel: 780.443.6216
fax: 780.443.3959
toll free: 1.866.481.6299

CALGARY
#9, 1111 3rd St. SE
Calgary AB T2G 2S8
tel: 403.283.0957
fax: 403.263.6719
toll free: 1.877.939.1699

SASKATOON
#201 416 - 21st Street East
Saskatoon, SK S7K 0C2
tel: 306.651.7383
fax: 306.651.7384
toll free: 1.866.651.7383

WINNIPEG
#400 250 McDermot Ave.
Winnipeg, MB R3B 0S5
tel: 204.956.7447
fax: 204.356.7444
toll free: 1.866.229.6744

OTTAWA
#3, 78 George Street
Ottawa, ON K1N 5W1
tel: 613.321.7454
fax: 613.562.4040
toll free: 1.866.443.2337



HOT TICKET REQUEST FORM:

**Please fill out this form, print it off, and fax it back to us at
604-638-0221**

Once you have faxed it, please email hotticket@industryimages.com to let us know!

Company/Organization: _____

Your Name: _____

Phone: _____ Email: _____

Address: _____

How did you hear about the Hot Ticket Campaign?

A Hot Ticket Event

Email or letter

Referral

Name of Production/Event: _____

Dates of Production/Event: _____

Venue(s): _____

Seating Capacity: _____

Number of Performances / how many 'sets' of tickets are
required? _____ , with _____ tickets per set/show

How many total tickets are required?: _____

Will your ticket files be (please check one):

Designed by Industry Images' leading design team

Provided by you as print ready files

Created from basic templates provided by ii

Will your tickets be: numbered perforated

Notes: _____

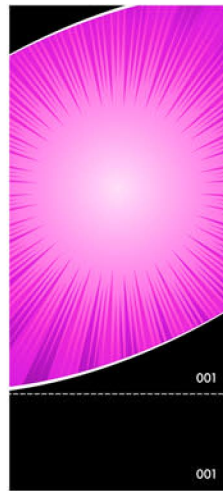
Templates

We encourage you to work with our leading design team to create a custom ticket design to promote your event. However, if you are just looking for a quick ticket, we have also created some complimentary ticket templates. Just select your preferred design, and fill in the form on the next page with the information you would like on your tickets; we will take care of the rest!

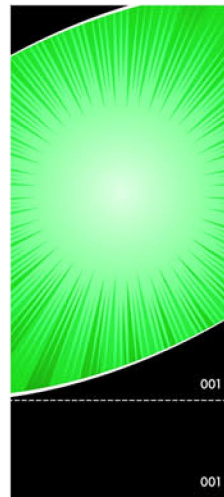
Hot Ticket Templates- Select One:



Blue



Pink



Green



Orange

Ticket Backs

All Hot Tickets printed by Industry Images will have event information on the front, in full colour. The reverse side of all tickets will feature this design (below) in black and white, which introduces the Hot Ticket program so that a wider audience can hopefully benefit from our program!





Please fill out this form, print it off, and fax it back to us at
604-638-0221

Once you have faxed it, please email hotticket@industryimages.com to let us know!

Ticket Information

Now that you have selected a template, please provide us with the information you would like to be on your tickets, and we will fill in the appropriate fields for you.

Once we have this information, we will send you a proof of your tickets for you to do one final spelling and content review before printing.

Company Name: _____

Name of Production/Event: _____

Date of Production/Event(if more than one date, please indicate all dates, and how many tickets for each date you will require) _____

Venue/Location: _____

Time: _____

Cost: _____

Number of Tickets Required: _____

Example

