



# MARKETING SERVICES

## Kingston Butter Factory Cultural Precinct

We offer a range of marketing options to complement your marketing campaign and promote your performance.

[loganarts.com.au](http://loganarts.com.au)



**Kingston Butter Factory Cultural Precinct (KBF) is a cultural hub in the heart of the City of Logan hosting a variety of events and performances throughout the year.**

The venue offers an array of performing arts from intimate theatre productions in the indoor Blackbox Theatre to large scale community events and concerts on the massive outdoor stage.

The well-equipped state-of-the-art audio visual equipment is managed by skilled production specialists capable of creating the right atmosphere for every event.

The venue offers a servery for outdoor events and there's room for food trucks as well. Indoors, the bar/kiosk serves pre-show refreshments and beverages. For event catering, ask to speak to the catering team.

Other features of the venue include an on-site ticketing system, Wi-Fi, off-street parking, location adjacent to the Kingston train station, and full access for people with disability.

If you're staging an event, KBF offers a range of marketing options to complement your marketing campaign, from social media advertising to signage and direct marketing. All events ticketed by Logan Arts appear on both the Logan Arts website ([loganarts.com.au](http://loganarts.com.au)) as well as Council's Our Logan website ([ourlogan.com.au](http://ourlogan.com.au)). Our Logan also appears as a printed magazine that is distributed in Logan and editorial may be offered at the discretion of the marketing team.



Our Logan magazine

# SEASON HIGHLIGHTS

KBF produces a Season Highlights brochure which showcases the shows on offer during our three annual seasons.

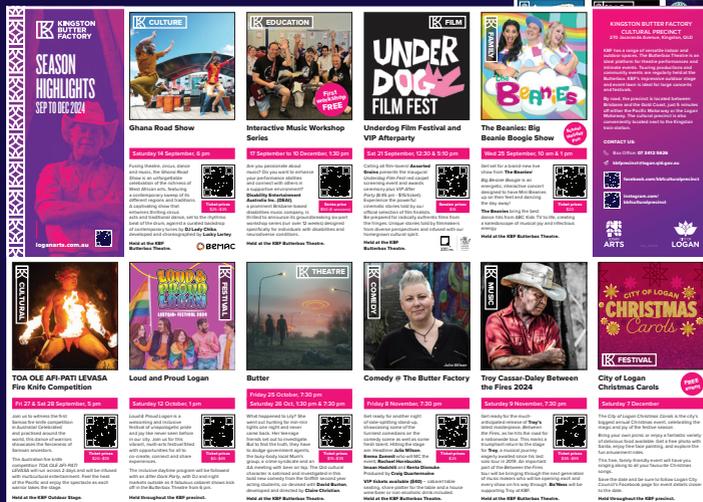
The brochure is a concertina-folded A3, that highlights KBF shows on one side and Logan Entertainment Centre shows on the other side. 500 copies are folded with the KBF side facing out and 500 copies are folded with the LEC side facing outwards.

Unfolded A3 prints are distributed to Council's Community Centres, local cafes, shops and community venues to use as posters. A fully accessible online version is also available on our website.



Folded Season Highlights brochure. Size = 148x70mm

- Free - Inclusion in this brochure is subject to availability. Up to 10 shows per season can be accommodated.

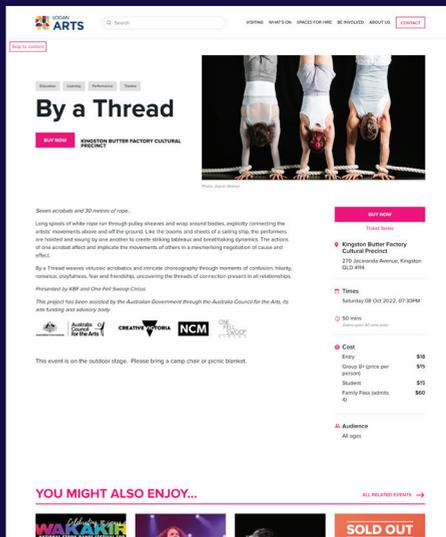


Unfolded A3 poster examples - KBF on one side and LEC on the other side.

# DIGITAL MARKETING

The Logan Arts website:  
[loganarts.com.au](http://loganarts.com.au)

- > Your event will have its own event page with a **810px (W) x 450px (H)** image. Please provide 2x high res images and marketing copy (approx. 200 words).
- > Your event listed on the Logan Arts home page "What's On" section + the "What's On" dropdown menu + the "What's On" section of the Kingston Butter Factory page.



## Outdoor signage

Events can be advertised throughout the KBF grounds at the venue's discretion, via Light Pole Banners, Bollard covers and a Wall Banner next to the main entry.

### Bollard Covers

The three-sided corflute bollard covers are placed over various timber bollards on the entry way into the KBF main building and beside the car park. There are 4 bollard covers each season which advertise up to 3 shows per bollard.

Artwork need to be a minimum of 3,190 x 4,240 pixels).



## Light Pole Banners

Three 610 x 1200mm banners are available to advertise shows. These are located around the grassed seating area in front of the stage.

Artwork needs to be a minimum of 3,600 x 7,085 px.

## Wall Banner

Located next to the KBF main building entry atrium. Size is 2 x 3 m. Artwork needs to be a minimum size of 11,800 x 17,720 px.



## Indoor signage

KBF can display promotional material in the foyer area (at the venue's discretion). We accept DL flyers and pull up banners.

## Foyer TV screens

- › KBF has a dedicated LCD screen with rotating images. Inclusion in this display is complimentary.



## Car Park TV screen

- › A portrait orientation digital screen, **1080 (W) x 1457 (H) px**, is mounted next to the car park at KBF. Inclusion in this display is complimentary.

## Social media

KBF has a growing and engaged Facebook and Instagram fan base.



We offer a minimum of two Facebook posts per event at no cost. Additional paid advertising can be arranged. Please supply marketing copy and images at **1200px (W) x 628px (H)** or **1200px (W) x 1200px (H)**.

KBF can create a Facebook event if not already created on other Facebook pages.

For details and updates you can like and follow our social pages:

**facebook.com/kbfculturalprecinct**  
**instagram.com/kbfculturalprecinct**



Facebook post example

## Email marketing

### KBF monthly e-newsletter (EDM)

A monthly newsletter goes out to KBF subscribers (2,194 and growing) with links to the month's events on the Logan Arts website.

The screenshot shows the top of the KBF monthly e-newsletter. At the top left, it says "Welcome to 2025!" and at the top right, "No images? [Click here](#)". Below this is the KBF logo, which consists of a stylized purple 'K' and the text "KINGSTON BUTTER FACTORY". Underneath the logo is a collage of images featuring various performers, including a man with a microphone in the foreground. Below the collage is a purple bar with the text "What's On at KBF". The main content area has a white background with the heading "Welcome to 2025!". Below the heading is a paragraph of text: "Get ready for an exciting lineup of events at KBF in 2025. We've got an incredible range of concerts featuring top performers, including island reggae sensation Fiji, iconic Australian singer Tim Freedman, and the talented Aussie rock band Taxiride with Tim Watson, Tim Wild, Sean McLeod, Andy McIvor, and Ripley Smith. Plus, there's a fantastic mix of comedy, dance & drama workshops, magic & circus acts, and thrilling children's theatre. It's going to be a year full of unforgettable entertainment." Below this text is a pink button with the text "What's On". At the bottom of the newsletter is a pink bar with the heading "What's Coming Up". Below this bar is a section for the "Island Vibes Tour". It features a small image of a tropical beach scene with palm trees and people. To the right of the image is the text: "Island Vibes Tour", "Jammin Presents Island Vibes Tour", "Featuring the King of Polynesian reggae, Fiji.", "The tour hits Logan with an all-ages event, welcoming fans to enjoy a diverse mix of acts.", "Fans will also get to see performances from JKING, The 046, and Bradamon, in addition to Fiji, Josh Wawa, K'Nova, and Wayno.", and "Don't miss the chance to experience Fiji's legendary". To the left of the text is the date and time: "1 pm Sunday 2 February".

### Logan Arts e-newsletter (EDM)

Monthly Logan Arts and KBF newsletters are sent to 5,600 + subscribers. Your event will be listed in both newsletters at the discretion of the marketing team.

The screenshot shows the top of the Logan Arts e-newsletter. At the top left, it says "Summer fun in Logan" and at the top right, "No images? [Click here](#)". Below this is the Logan Arts logo, which consists of a stylized white 'LA' and the text "LOGAN ARTS". Underneath the logo is a vibrant, abstract painting with blue, purple, and yellow colors. Below the painting is a blue bar with the text "Welcome to 2025". Below this bar is a paragraph of text: "2025 is shaping up to be an exciting year, with a vibrant mix of art, live music from top artists, interactive dance and drama workshops, comedy, magic & circus performances, children's theatre, and much more. Here's a sneak peek at what's coming up. Visit our".

### Dedicated e-newsletter (EDM)

A dedicated e-newsletter to subscribers may also be available for a fee of \$150.

The screenshot shows the top of the dedicated e-newsletter for the World of Cultures festival. At the top left, it says "World of Cultures Festival Returns to Kingston Butter Factory in August" and at the top right, "No images? [Click here](#)". Below this is the World of Cultures logo, which consists of the text "WORLD OF CULTURES LOGAN 24" in white on a black background with yellow polka dots. Underneath the logo is a photograph of performers in traditional Polynesian costumes dancing on a stage. Below the photograph is an orange bar with the text "World of Cultures Returns to KBF". Below this bar is a paragraph of text: "We are pleased to announce that SSi's World of Cultures festival is returning to the Kingston Butter Factory with the same energy that attracted over 3,000 people last year." Below this text is another paragraph: "World of Cultures is a free, family-friendly event that brings the communities of Logan together in a vibrant showcase of cultural diversity." At the bottom of the newsletter is a line of text: "It's Logan's premier multicultural festival with loads on offer this year including".

# SUMMARY OF MARKETING OFFERINGS

## Paid marketing options

Promotion Option	Occurrence	Collateral	Format/Image	Cost
KBF Season Highlights pocket brochure	Published in 3 seasons		Pending program style	\$150
Social media	As requested	Facebook and Instagram post	1200px (W) x 628px (H) or 1200px (W) x 1200px (H); Supplied marketing copy	Minimum Cost: \$200 + 20% admin fee
Dedicated EDM	As requested			\$150

## Complimentary marketing - NO CHARGE

Promotion Option	Occurrence	Collateral	Format/Image
Website show listing	Live when show goes on sale	Page image. Videos can also be added.	Landscape 810px (W) x 450px (H)
		Marketing content	Supplied marketing copy
Logan Arts and KBF eNewsletters	Monthly	eNews inclusion at the venue's discretion	
In-house signage	Live when show goes on sale (rotation of images)	Foyer TV Screen	1280px (W) x 720px (H)
	Live when show goes on sale (rotation of images)	LED digital poster in the KBF carpark	1080px (W) x 1457px (H)
	When received from promoter	Banner	Pull up banner
		Flyer	DL size
Live when show goes on sale	Printed posters on back of doors in indoor and outdoor amenities	A4	
Facebook and Instagram	As appropriate	2x Facebook and Instagram posts on KBF page	1200px (W) x 628px (H) or 1200px (W) x 1200px (H); Supplied marketing content. Video content is a good option.
		Facebook event on KBF page if not already created	1920px (W) x 1080px (H)



**270 Jacaranda Ave, Kingston**

The Kingston Butter Factory Cultural Precinct is owned and operated by Logan City Council, providing quality facilities for our community and visitors.

Every care has been taken to ensure the information in this brochure is correct at the time of publication.

Please contact us for any further information.

**Contact us:**

 **Box Office: 07 3412 5626**

 **CarolineMilford@logan.qld.gov.au**

 **loganarts.com.au**

 **facebook.com/kbfculturalprecinct**

 **instagram.com/kbfculturalprecinct**

**Venue Bookings:**

 **Bookings: 07 2803 4700**

 **kbfprecinct@logan.qld.gov.au**

