

Marketing Services

For Logan Entertainment Centre events

We offer a range of marketing options to complement your marketing campaign, including listings in the LEC Season Program guide, eDM inclusion, digital road sign advertising, and social media advertising.

loganarts.com.au





Logan Entertainment Centre (LEC) 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 theatre and concerts to stand-up comedy and variety shows. It also hosts community and corporate events including exhibitions, school productions, awards dinners, business meetings and conferences.

LEC is fully licensed with an in-house chef and catering team. The venue's well-equipped state-of-the-art audio visual equipment is managed by skilled production specialists capable of creating the right atmosphere for every event.



Season program - folded A3

There's also a kiosk for quick snacks and a café that offers indoor or outdoor dining for selected events.

Other features include an on-site ticketing system, free Wi-Fi, free off-street parking and full access for people with disability.

If you're holding an event LEC offers a range of marketing options to complement your marketing campaign. These include listings in the Season Highlights brochure, dedicated eDM, your show image on our digital road sign, print ads in the *Our Logan* magazine as well as paid social media advertising.

The *Our Logan* magazine is sent bi-monthly to all households in Logan. Copies are also available at major outlets around the city.

Events are also posted on the magazine's digital platform - ourlogan.com.au



Our Logan magazine

Season Highlights

LEC produces a Season Highlights brochure of scheduled performances with 1,000 copies distributed in local cafes, shops and community venues, as well as a fully accessible online version available on our website.

Unfolded versions are distributed as posters to Council community venues and facilities.

- > Cost \$150 per edition
- > Dimensions - Each show is highlighted on a 70 x 148.5mm panel.



A Holly Christmas

Friday 16 December

Deck the Halls with **Buddy Holly** and celebrate all that is Christmas with an incredible collection of Christmas favourites performed by **Scott "Buddy" Cameron** and his band.



Hear the Christmas classics: *Santa Clause Is Coming To Town*, *Jingle Bells Rock*, *Blue Christmas*, *Little Drummer Boy* as well as some Buddy Holly rock 'n' roll classics like *Peggy Sue*, *Rave On*, *Oh Boy* and *It's So Easy*.



LOGAN ENTERTAINMENT CENTRE
170 Wentworth Rd, Logan Central, QLD

The LEC is a 35 minute drive from Brisbane City, 45 minutes from the Brisbane Airport and Pacific Motorway, 50-55 and 45 minutes from the Gold Coast and Pacific Motorway.

Bus 31

Accommodation is available within a 15 minute drive from the centre.

Public Transport is also available to the LEC via the Gold Coast, Ipswich, Traralgon, or to myp journey.

Season Highlights
SEPTEMBER TO DECEMBER 2024

logansarts.com.au

Comedy Theatre

Menopause the Musical
Thursday 15 September

Four women at a large table have nothing in common but a black hair dye, memory loss, hot flashes, night sweats, not enough sex, too much wine and more.

Inspired by a hot flash and a bottle of wine, Menopause the Musical® is a celebration for women who are on the brink of, or in the middle of, or have survived "The Change".

This outstanding musical perfectly will classic tunes from the 60's, 70's and 80's will have you cheering and dancing in the aisles!

Music

Dreams - Fleetwood Mac and Stevie Nicks Tribute Show

Friday 16 September

Join us for a massive 2 hours plus show as Dreamers pay tribute to one of the world's best selling bands of all time - **Fleetwood Mac** and the solo career of their leading lady **Stevie Nicks**.

Bring your well worn, your gyppy spirit, and all the hats you can muster as we bring all the songs, the outfits, and the signature moves of **Stevie** and the band.

Great harmonies - big guitar leads - lots of iconic **Fleetwood Mac** songs.

Music

80's - Ultimate 80's Superhits

Friday 23 September

80's pronounced Eight Oh-Si is a dynamic stage concert for all ages, designed to transport some of the biggest hits and most memorable tunes from the decade to today's audiences.

Backed by a rockin' band comprised of seasoned professionals who had and breathed the 80's, three young and talented ladies come together to create the signature sound and spirit of an 80's Jam on an amazing live tour of one of the best-loved decades in music history: the unforgettable 80's!

Logan Seniors Big Day Out

Friday 7 October

Logan seniors will be able to relive their youth with an action-packed day of fun! The day will be a rehearsal of activities including: laughter yoga, "Fun 'n' Fun" musical theatre, greeting card and organ craft, entertainment and much more!

For those who want to holiday in relaxation, there'll be free pampering. For those who want to learn a new skill, there will be a host of workshops to cater for all new interests. There will also be plenty of games, live rock food on offer.

CONTACT US:

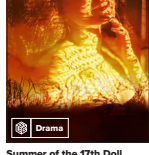
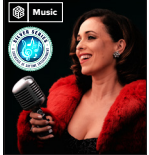
Box Office: 07 3412 9626

entertainment@logan.qld.gov.au

facebook.com/loganentertainmentcentre

instagram.com/the.lec

AR ARTS LOGAN



Silence

Tuesday 11 October

Through the beating of a drum, bodies thrash through white noise to continue a 200-year old conversation. We sell no music. Sell no religion. **SILENCE** pushes the Treaty Corporation out from under the rug, and invites you to make it a talking point!

Choreographed by **Thomas E.E. Kelly** (Wangjumbi) 'Ngapurrin, Wiradjuri and Noongarri) **SILENCE** is a powerful dance performance featuring seven performers on a minimalist set.

Music

1954 Ella, Etta & Eartha

Friday 21 October

Sampling jazz, powerful soul and showily sassy featuring **Misses Walters** and her band. It's the year 1954. **Ella Fitzgerald**, **Etta James** and **Eartha Kitt** are all at the dizzy heights of their careers.

These three women broke new ground for all who followed and **Misses Walters** and her band pay tribute to this magnificent era in music and inspiring role of pioneering singers. 50's jazz at its absolute.

Drama

Summer of the 17th Doll

by Ray Lawler

Wednesday 26 October

Directed by **Danny Levenston**

A beautifully observed, heart-wrenching, poignant play, **Ray Lawler's** masterpiece, tells of two disadvantaged young couples who for 15 years have worked out hard in the bush against some forces and travelled back to Melbourne to meet up for five months of partying and romance with their beloved girlfriends. But this seventeenth summer will prove challenging for them all.

Music

Simon Gardner's Classic Rock Legends of the 80s and 90s

Friday 4 November

Relive the heady days of hot pumping, head banging, and screaming classic rock from the 80s and 90s with this awesome rock music production.

Experience the thrill of one of Australia's finest and most recognizable music rock quartets, **Simon Gardner**, as he whips you into a frenzy of all-out rock performance.

Recreating the prime, head-pumping lures and theatrical art of heavy rock classics from members of the genre.

Music

Alexander Gadjev Concert

Friday 11 November

Alexander Gadjev is the First Prize winner of the prestigious and internationally renowned 2021 Sydney International Piano Competition (the Sydney).

Awarded by an international jury, Gadjev was the oldest of all prize winners in the final round - a first for any competitor in the Sydney's 144 year history.

Alexander Gadjev's debut tour will take place October to November 2022.

Music

A Holly Christmas

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Unfolded A3 Season Program

LED road sign

The LEC is located on one of the busiest roads in Logan with over 40,000 cars driving past daily. Our LED sign can feature your event image and details.

- > Cost \$300 per image (on rotation)
- > Please supply
 - > High res landscape orientation images
 - > High res image of your show name treatment (if applicable)

The LED sign is divided into three main sections. The top section is a dark blue banner with the text "LOGAN ENTERTAINMENT CENTRE" in white, accompanied by a stylized teal geometric logo. Below this is a smaller sign for "FIONA O'Loughlin LIVE" featuring a photo of the performer, with the date "Saturday 26 March" and the website "loganarts.com.au" at the bottom. A yellow arrow points to the performer's photo. Below the sign is a black sign with white text: "PARKING" with a teal arrow pointing right, "Performing Arts Events", and "Catered Functions". At the bottom is the City of Logan logo.

Road sign examples

Your roadside sign will be designed by our team using our template, and sent to you for review and approval.



In-house signage

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



LEC Windows

LEC displays selected Season Highlights on the glass windows next to the foyer entrance and KIOSK outdoor counter.



A3 Posters

Selected shows are highlighted as A3 posters on the back of amenity doors and at the front exterior of the venue.

Digital marketing

The Logan Arts website:
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 a 200 word blurb.
- > 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 Logan Entertainment Centre page.

The screenshot shows the event page for 'Dirty Laundry' on the Logan Arts website. The page features a main image of performers, a 'BUY NOW' button, and a detailed description of the cabaret party. A video player is embedded in the middle, showing a performance. On the right side, there is a 'BUY NOW' button, 'Ticket Terms', 'Logan Entertainment Centre' information, 'Times' (Saturday 09 Apr 2022, 07:30PM), and a 'Cost' table.

Cost	
Adult	\$49
Under 30	\$46
Concession	\$42
Group 8+	\$40
LEC Member	\$40
Table Seating	\$55

Foyer TV screens

- > LEC has two dedicated LCD screens with rotating images. Inclusion in this display is complimentary, please supply a high res **1280 (W) x 720 (H) px** image.

The poster features a dark blue background with a full moon and silhouettes of three howling wolves. The text reads: 'CREEDENCE CLEARWATER collective', 'Sat 9 Jul, 8pm', and 'We invite you to join us for a celebration of CCR, as we walk through the life and music of one of the world's most iconic bands – from the songs they wrote to the songs covered, to the songs they wrote for others.' There is a 'Music' logo and the website 'loganarts.com.au' at the bottom.





Facebook and Instagram

The LEC has a growing and engaged Facebook fan base of over 7,500.

The LEC Has a growing and engaged social media fan base with over 7,500 Facebook followers and 1,000 on Instagram.

We offer a minimum of two Facebook/Instagram posts per event at no cost. Please supply marketing copy and images at

1200px (W) x 628px (H) or
1200px (W) x 1200px (H).

For details and updates you can Like and Follow our Facebook and Instagram pages:

 [facebook.com/
loganentertainmentcentre](https://facebook.com/loganentertainmentcentre)

 instagram.com/@the_lec



Facebook post example



Facebook event banner

Email marketing

Monthly eNEWS

We will include your show in one edition of our monthly eNewsletter to our 12,000+ subscribers. This is complimentary. Please provide an image in landscape format.

No images? [Click here](#)

LOGAN ENTERTAINMENT CENTRE

SHOW UPDATE - DECEMBER 2021

Mirusia

Christmas Show

MUSIC

SILVER SERIES
SHOWCASE OF DAYTIME ENTERTAINMENT

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Black Cockatoo

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LOGAN ENTERTAINMENT CENTRE

LOGAN ARTS

CITY OF LOGAN

Logan Entertainment Centre
170 Wembley Rd, Logan Central
Email: entertainment@logan.qld.gov.au

Dedicated eDM

The LEC can design a specific eDM for your show. This can be sent to our entire database or targeted to a specific demographic.

Cost \$300 per eDM - once only. Please provide an image in landscape format.

No images? [Click here](#)

LOGAN ENTERTAINMENT CENTRE

On Sale Now

CREEDENCE CLEARWATER collective

We invite you to join us for a celebration of **Creedence Clearwater Revival**, as we walk through the life and music of one of the world's most iconic bands – from the songs they wrote to the songs covered, to the songs they wrote for others. From their album debut in 1968 to their last album in 1972, CCR was a juggernaut of phenomenal proportions. No other band has created such an impact in such a short time. The **Creedence Clearwater Collective** brings to the stage a six-piece band – with a guest Saxophonist and a vocalist that emulates John Fogerty's distinct vocals – to capture the unique CCR sound. You do not want to hear through the grapevine that you missed out on this hit-packed production. Join us, a real-life travelling band.

Saturday 16 July 2022, 8 pm

Buy Tickets

LOGAN ENTERTAINMENT CENTRE

LOGAN ARTS

CITY OF LOGAN

Logan Entertainment Centre
170 Wembley Road, Logan Central
Email: entertainment@logan.qld.gov.au
Phone: 07 3412 5626

Booking form

LEC offers a range of complimentary marketing opportunities as well as paid options.

Please complete and submit the form below to advise us of your marketing requirements. Required formats and sizing for marketing collateral are detailed in this guide.

Please note: Placement and timing of marketing collateral is at the venue’s discretion.

Paid marketing options

Promotion Option	Occurrence	Collateral	Format/Image	Cost	Yes	No
LEC Season Program	Published quarterly	Panel advertisement 70 mm x 148.5 mm	Jpeg Image size = 63 x 70 mm	\$150		
LED road sign	On rotation	LED road sign on Wembley Road	Jpeg format 800 px (W) x 600 px (H)	\$300		
Dedicated eDM	Once	Show specific eDM to 12,000 subscribers	Landscape image; Supplied marketing copy	\$300		
Social Media Advertising	As requested	Facebook/ Instagram ads	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H) or 1080 px x 1080 px; Supplied marketing copy	Minimum Cost: \$200 + 20% admin fee		

Complimentary marketing - NO CHARGE

Promotion Option	Occurrence	Collateral	Format/Image
Website show listing	Live when show goes on sale	Page image	Landscape 810 px (W) x 450 px (H)
		Marketing content	Supplied marketing copy
eNewsletter	Monthly	1 x subscriber eNews inclusion	Email format featuring show information 1920 px (W) x 1080 px (H)
In-house signage	Live when show goes on sale (rotation of images)	Foyer TV Screen	1280 px (W) x 720 px (H)
	When received from promoter	Banner	Pull up banner
		Flyer	DL size
Facebook and Instagram	As appropriate	2x Facebook/ Instagram posts on LEC page	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H); Supplied marketing copy
		Facebook/ Instagram event on LEC page	1920 px (W) x 1080 px (H)
		Video for webpage, eDM or Facebook/ Instagram	1200 px (W) x 628 px (H) or 1200 px (W) x 1200 px (H); Supplied marketing copy



LOGAN ENTERTAINMENT CENTRE

170 Wembley Rd, Logan Central

The Logan Entertainment Centre 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 printing.

For more information on any of our Marketing Packages please contact the Marketing Team.

Contact us:

 **07 3412 5626 (Box Office)**

 **MelanieDark@logan.qld.gov.au**

 **loganarts.com.au**

 **facebook.com/
LoganEntertainmentCentre**

 **instagram.com/the_lec**

