



890 Broadway, Fifth Floor, New York, NY 10003 212 677 8560

280 Broadway (enter at 53A Chambers Street), New York, NY 10007 646 837 6809

www.gibneydance.org

POP: Performance Opportunity Project Marketing Guidelines

Gibney Dance will:

- Include your POP performance in at least three email blasts to our mailing list of 14K+ subscribers.
- Include your POP performance on an outdoor stanchion sign at our 280 Broadway location in the weeks leading up to the show.
- Feature your performance on our social media channels through: two Facebook posts, two Tweets, and one post on Instagram.
- Create and print programs for your performances using our POP program template.

POP Artists will:

- Provide 1-3 high-resolution images to be used in Gibney Dance marketing materials. Landscape orientation is preferred. Please contact Julia@gibneydance.org if you have questions about high-resolution images.
- Include the POP logo and crediting language in marketing materials: postcards, posters, email blasts, website, etc. It is not necessary to use the POP crediting language on social media. You can find the crediting language in the POP Guidelines.
- Send drafts of marketing materials to Julia@gibneydance.org for approval before printing, sending, or distributing.
- Provide program notes one week in advance of the performances.

Printed Program Guidelines:

- Gibney Dance will transfer your program notes into a template using POP/Gibney Dance branding.
- Programs are printed on bright white legal sized paper.
- Programs must not exceed 3 double-sided legal pages in length – contact Julia@gibneydance.org if you have special circumstances or questions about length.
- If your program notes exceed the agreed upon length, you will be responsible for printing and paper costs for the extra pages.
- If you would like to provide supplemental materials with your own branding or design in addition to the POP program, you will be responsible for all printing costs.
- **Programs are printed in black and white only except for the front and back covers.**