WELCOME
Congratulations on hosting your upcoming event at The Cube Wodonga. As part of your hirer agreement, The Cube Wodonga looks forward to helping make your event a success.

The Cube Wodonga is a state-of-the-art entertainment centre in Wodonga's central business district.

VENUE DETAILS
The Cube Wodonga
118 Hovell St, Wodonga, VIC 3690
Box office: (02) 6022 9311
Website: thecubewodonga.com.au
Box Office Hours: 10am to 4pm, Monday to Friday

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Website

All events will be listed under the ‘What’s on’ section of The Cube Wodonga’s website, which is accessible via the home page navigation and search bar. In addition to a listing on the ‘What’s on’ website page, all events will receive a dedicated landing page which displays the event information, imagery and a link to book tickets.

In addition to this, your event listing will feature on the Wodonga Council WotsOn app and the Visit Albury Wodonga website. Your event listing will be displayed once your tickets go on sale. We will also need the event imagery (see page 4 for specifications) and event information.

"The ‘What’s on’ page is the highest visited page on our website, with an average of 1400 views per month."

eNewsletter

Our monthly eNewsletter is sent to our engaged audience of more than 2100 subscribers. Events featured in our eNews are redirected back to the events landing page on our website. All events will be included in the month of or prior to the event depending on the date of the event. The content will be developed by our Marketing and Communications team from the event information, so that it is written according to our style guide and promotes your event appropriately.

We also offer individual EDMs to go out to custom subscriber lists at the discretion of our Communication and Marketing team. If you would like more information about this please contact The Cube Wodonga. Fees apply.

"Our highest demographic of people subscribed to our eNews list are aged 40+ and engage most with our live act performances and musicals. Our eNews has an average of 35 to 45 percent open rate."

Posters/Flyers

Give your audience something to take home and view around Wodonga by taking advantage of our flyer and poster options. Included in your event hirer agreement, The Cube Wodonga will display supplied 300 DL flyers, 25 A4 and 8 A3 posters throughout the venue.

If you would like for The Cube Wodonga to organise distribution of a additonal 600 DL’s and 50 A4 posters to Albury / Wodonga cafes please contact The Cube Wodonga for further rates and information. Collateral will be supplied to cafes relevant to the performance.

Other

The Cube Wodonga has the capacity to display supplied Pull-up Banners in the foyer of the venue. Please note that this can change depending on the foyer space and events.
WHAT WE NEED FROM YOU AND MARKETING GUIDELINES

Disclaimer

All additional marketing will be at the discretion of The Cube Wodonga.

We are dedicated to making sure that you are putting your extra spend into the correct channels and reaching your targeted audience.

We know our channels inside and out, and will happily discuss options with you.

Collateral

In order to correctly promote your event, our marketing team require a range of collateral.

No matter which advertising methods you have chosen can you please supply The Cube Wodonga the following upon your booking:

- High resolution imagery (JPEG, 300dpi images, minimum of 3000px wide/high. With no text or graphics overlaid)
- High resolution imagery in the following formats (200x200px, 1920x1080px, 1080x1920px, 952x498px,800x800px, 2048x1536px)
- Event graphics
- A proofed and approved blurb in a Word document (to be used on website, enews, social media etc)
- Event information and outline
- Any event partners listed (logos supplied)
- Photography conditions (if The Cube Wodonga hires a professional photographer for their own promotional uses)
- Any additional media passes that may be given out to external providers/suppliers

Your promotional channels

When promoting your event on your own channels, we ask that you tag and check in to The Cube Wodonga. The correct wording and handles are below.

Official business name: The Cube Wodonga
Caption mentions: example - “performing at The Cube Wodonga”
Facebook: @TheCubeWodonga or /TheCubeWodonga
Instagram: @thecubewodonga

Logo usage guidelines

The Cube Wodonga logo consists of two elements: the brand mark and the descriptor. This is the only acceptable configuration of The Cube Wodonga logo. The logo must never be re-drawn or modified in any way. The Cube Wodonga Team Leader can provide the logo in various formats to meet your specific requirements.
As well as undertaking your event marketing through The Cube Wodonga, the Wodonga region also offers other marketing opportunities that you may want to utilise for your event.

Visitor Centres

If you have a poster or flyer for your event, regional visitor information centres may display these in their centres. You will need to contact the relevant visitor centres to enquire.

- Albury Visitor Information Centre – 1300 252 879
- Yackandandah Visitor Information Centre – (02) 6027 1988
- Beechworth Visitor Information Centre – 1300 366 321
- Rutherglen Visitor Information Centre – 1800 622 871
- Chiltern Visitor Information Centre – (03) 5726 1611
- Corryong Visitor Information Centre – (02) 6076 2277
- Bright Visitor Information Centre – 1300 551 117
- Wangaratta Visitor Information Centre – 1800 801 065
- Corowa Visitor Information Centre – (02) 6033 3221
- Holbrook Visitor Information Centre – (02) 6036 2422

Print

- **Out and About**
  (published by The Border Mail)
  Phone: Debbie Mosbey on (02) 6024 0507 or debbie.mosbey@bordermail.com.au

- **North East Tourist News**
  (published by North East Newspapers Pty Ltd)
  Phone: Leah Scott on (03) 5733 1102 or lscott@nemedia.com.au

- **Atomic Magazine**
  (Independent magazine published monthly)
  Phone: 0447 685 887 (Joshua Groch, Manager)
  or josh@atomicmusic.space
OTHER EXTERNAL ADVERTISING OPPORTUNITIES Continued

Radio

- **Hit FM The Border 104.9**
  Phone: (02) 6022 4600

- **Triple M The Border 105.7**
  Phone: (02) 6022 4600

- **1494 2AY**
  Phone: (02) 6023 4111

- **Edge FM 102.1/1566 3NE**
  Phone: Guy Haydon (02) 6056 5248 or mobile 0410 589 591

Television

- **PRIME7 Albury** (7, 7mate, 7TWO, 7flix)
  Phone: (02) 6025 1444

- **WIN Network** (10, One, 11)
  Phone (02) 6058 2699

- **Southern Cross Nine** (9, GEM, Go!, Life)
  Phone: (02) 6022 4600 Albury-Wodonga potential audience 187,000

Media

Below is an email list of media newsroom contacts.

- admin@2rem1073fm.com.au
- albnews@winvic.com.au
- albury.news@prime7.com.au
- alburywodonga.regional@abc.net.au
- media@wodonga.vic.gov.au
- news@edgefm.com.au
- news@radio2ay.com.au
- newsroom@bordermail.com.au
- newsroom@localtoday.com.au
- ninenewsalbury@nine.com.au
- oakfm1013@optusnet.com.au
- paulm@team.aceradio.com.au
- southernnews@macsc.com.au

thecubewodonga.com.au