

Please complete the below Marketing Opportunities Brief and return it to marketing@iccsydney.com no later than 14 days prior to the hiring period of the event. Kindly allow **up to three business days** for your event to be published.

EVENT SUMMARY

Event name:	Audience interests/ age group:
Event date(s):	Marketing manager contact name:
Event location:	Phone number:
Event contact:	Email:

EVENT LISTING REQUIREMENTS

Please find below asset specifications for ICC Sydney's What's On Page. Do note, your Hiring Agreement must be signed and returned with Part A ticked to be listed.

Banner assets required:

- Event tile - 570 x 334 px
- Event banner - 1920 x 529 px
- Event image - 1200 x 628 px

All assets should have minimal text and supplied as JPEG, RGB colour mode and 72dpi web resolution. We strongly suggest not including dates.

Event listing information:

Please provide a blurb about your event, this will be situated on the right side of the event listing.

*Please note: while ICC Sydney will do our best to use provided content, copy may be modified to best suit ICC Sydney social audiences and content schedule.

Website URL to tickets/registration or event information:

SOCIAL MEDIA OPPORTUNITY

ICC Sydney provides up to 2 social posts across our social channels, subject to availability and compatibility with channel audience. Images and videos must be high quality, watermark free, and approved. Our channel audience prefer video content that are of high quality with engaging action shots, 1 minute or less.

Please tick if you would like to promote your event through ICC Sydney's social channels.

If yes, we require the following:

- **Minimum of 2 social assets, video and/or image** (1080 x 1350px, 1080 x 1080 px, 1080 x 1920 px)
Please include assets in the transfer asset link below or email marketing@iccsydney.com
- **Minimum of 3 social captions:**
Please provide the social captions below. ICC Sydney may modify copy to best suit our branding and audiences.

We strongly encourage to include additional assets and social captions (so that we can have as much assets and captions to choose from).

TRANSFER ASSET LINK

Images must be supplied as JPEG.

Provide file transfer link for website and social media assets below or email marketing@iccsydney.com.

PHOTOGRAPHY/VIDEOGRAPHY

Please tick if you would be happy to share a selection of photos for ICC Sydney's marketing purposes. If so, image credit required:

I give ICC Sydney permission to capture images/video during my event and use for marketing purposes.

For approved ICC Sydney images and assets, please access the venue's [Media Library](#) and register your details.

ADDITIONAL OPPORTUNITIES

Additional marketing opportunities are based on ICC Sydney's marketing plan and current activities. Please express your interest in the below for potential inclusion:

Monthly Upcoming Events newsletter (public/consumer-based audience).

Competition e.g. ticket giveaway.

Internal and external digital and physical signage and advertising opportunities are also available. Please liaise with your event manager.

LEGACY PROGRAM

ICC Sydney's [Legacy Program](#) connects clients with a cross section of the New South Wales' community to deliver on the social and environmental sustainability goals of events. The program facilitate opportunities to engage with First Nations cultural programs, local creatives and innovators, and tracking of event water, energy and waste.

To find out more about ICC Sydney's Legacy program, please contact your event manager csr@iccsydney.com.

ICC SYDNEY CONTACT

For website and social media enquiries as well as additional advertising, marketing and PR opportunities please contact:
marketing@iccsydney.com