



Aaron Davis Hall, Inc.

MARKETING POLICY FOR LEASING EVENTS/ORGANIZATIONS

I. GENERAL INFORMATION

The Lessee of Harlem Stage/Aaron Davis Hall, Inc. rental facilities bears full responsibility for the promotion and advertising of their performance or event and shall provide Harlem Stage/Aaron Davis Hall, Inc. with all marketing materials for written approval prior to printing or distribution.

All public advertising must include the official Harlem Stage/Aaron Davis Hall Inc. logo along with the official name. This includes public service announcements, television or radio advertising, newspaper and other print ads, posters, flyers and all forms of public advertising publicizing your event. **Failure to comply with this policy will result in penalty charges.**

When you have received written approval from Harlem Stage/Aaron Davis Hall, Inc. to publicize your event, we will contribute to the marketing strategy by listing your event or performance on the Harlem Stage/Aaron Davis Hall, Inc. website. Additionally, Harlem Stage/Aaron Davis Hall, Inc. will post your promotional materials on the City College Information Desk, place your printed flyers and brochures in our main lobby display area, and list your event or performance in our newsletter, which has over 17,000 subscribers. For additional information and specific guidelines, please refer to the Space Licensing Agreement.

II. HOUSE PROGRAM

While Harlem Stage/Aaron Davis Hall, Inc. does offer program printing services, should your event or organization elect to provide your own programs, they must be submitted to the Front of House Manager no later than 24 hours prior to curtain. All programs must include the required information outlined in the Space Licensing Agreement.