

Macarthur Gig Guide Entertainment Promotion

Maurice Dal Santo





Product Definition

- Macarthur Gig Guide (MGG) was established in 2014 as a community service to the Macarthur Region
- Contributing venues in Macarthur have the opportunity to promote their live entertainment including karaoke & DJs
- The MGG automatically posts events to social media such as Twitter and Facebook (various pages)
- Each post includes details of the venue inc. map, date of event, times, cost, artist bio, poster image & music genre wherever possible (pending available information)

The MGG is the only website which consolidates a high volume of live entertainment in Macarthur including:

- * Pub Rock
- * Solo and Duo acts
- * Dance Parties
- * DJ events
- * Karaoke events
- * Local Festivals & Special Events
- * High Tea or Charity Functions
- * Club Shows – local & International
- * Cover and Tribute Bands
- * Acoustic / Chill-out sessions



The Gig Guide

BARENZ SUNDAYZ

Published September 3, 2015 | By Macarthur Gig Guide | 158

WHEN: February 7, 2016 @ 5:00 pm
WHERE: Barenz Back Bar - 2/130 Argyle Street, Camden NSW 2570, Australia
COST: Free
COCKTAIL BAR • DJ
HOUSE DJS • LOUNGE BAR
Barenz Sundayz



Calendar

Barenz SUNDAYZ is back on the 7th of February. This will be the first Sunday session of 2016 so make it a big one & tag your crew to let them know to save the date! Music from Spex.



The King in Concert

Published January 7, 2016 | By Macarthur Gig Guide | 158

WHEN: February 13, 2016 @ 8:00 pm
WHERE: Wests Leagues Club - 10 Old Leumeah Road, Leumeah NSW 2550, Australia
COST: \$25 per person
CLUB • ROCK N ROLL • SHOW
TRIBUTE BAND
David Cazale
Wests Leagues Showroom



Calendar

"The King in Concert" showcases Elvis from his humble beginning as a shy country boy on the Memphis Sun label to the "world wide" mega star of Hollywood. It presents Elvis' No 1 hits in the style of their origin capturing the Presley sound with that goose bump generating feeling that seems to come so naturally to the show's star... David Cazale. Share the love and bring your sweetheart to this lively Valentine's from 8pm. Show starts at 8:30pm in the Wests Auditorium.



EVERLY's & IDOLS

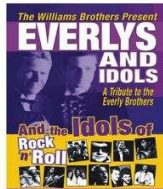
Published January 30, 2016 | By Macarthur Gig Guide | 158

WHEN: February 13, 2016 @ 8:00 pm
WHERE: Campbelltown RSL - Carberry Lane, Campbelltown NSW 2560, Australia
COST: \$15 Members / \$18 Visitors
CONTACT: Event website
CLUB • LOUNGE ENTERTAINMENT
SHOW • TRIBUTE BAND
Campbelltown RSL



Tickets

"Everly's and Idols" is a show that features vocal harmony that only brothers can achieve. The show is The Williams Brothers' own tribute to their idols and the music that were brought up with. They'll take audiences back to hits of The Everly Brothers, as well as The Bee Gees, The Beatles, The Beach Boys, Tom Jones, Neil Diamond and much more...



MAD RHINO

Published July 2, 2015 | By Macarthur Gig Guide | 158

WHEN: February 5, 2016 @ 8:30 pm
WHERE: George IV Inn - 180 Argyle St, Pictou NSW 2571, Australia
COST: Free
HOUSE BAND • HOTEL
HOUSE DJS
George IV Inn • Mad Rhino



Calendar

This awesome 3 piece rock band returns to the George for the first time in 2016 to party! Catch them from 8:30pm and get ready to ROCK!



Macarthur Gig Guide

your live entertainment guide for macarthur

[HOME](#)
[ENTERTAINERS](#)
[CONTACT](#)
[BOOKINGS](#)
[PROMOTE ME](#)
[WEB PRODUCTS](#)
[GIG GUIDE](#)
[Log In/Log Out](#)

Advertise your event right here
Why not promote your own entertainment on the Front Page Banner of the Gig Guide

[Categories](#)
[Tags](#)

[FEBRUARY 2017](#)

[Posterboard](#)

SHEENA WILBOW @ OTIS Bar & Grill

Feb 3 @ 5:00 pm - 9:00 pm

Coming from a rich background of experience, Pop / RnB artist Sheena Wilbow has worked alongside some of the most colourful names within the Music industry - including her time on The Voice. Sheena has...

Gary Honor @ Village Lane Cafe & Wine Bar

Feb 3 @ 7:00 pm

For lovers of real music, head to Village Lane this Friday Feb 3 to see Gary Honor play live saxophone from 7pm till late. A mix of Urban Soul, RnB and Smooth Jazz on sax, flute...

Kiara Taylor & Josh Needs @ Barenz

Feb 3 @ 7:00 pm

Join the talented Kiara Taylor & Josh Needs who will be playing for the BARENZ LIVE sessions in the Cocktail Bar. Bring your mates and enjoy a Happy Hour cocktail or 2.

Tania Rose @ Upstairs @ Fred's

Feb 3 @ 7:00 pm - 11:00 pm

featuring Tania Rose

6 Strings Solo @ Iahmoor Inn

Feb 3 @ 8:00 pm

KARAOKE @ Raby Tavern

Feb 3 @ 8:00 pm

YOUR GIG

Your Gig not on the Gig Guide? Let us know. Contact Us - Click here!

Facebook

Macarthur G... 1K likes

You and 122 other friends like this

Follow me on Twitter

Tweets by @macarthurgigs

Macarthur Gig Guide @macarthurgigs

Chicks In Sync. Jan 29 @ Campbelltown Catholic Club. macarthurgig-guide.com.au/event/chicks-... #Club #Cocktail_Bar #Duo_Entertainers #Lounge_Entertainment

27 Jan



Communication Strategies

- MGG are vigilant in keeping an ear to the ground for venues providing live entertainment in Macarthur – including uploading events and details in advance, providing maximum notice and exposure to patrons
- MGG continuously approach new entertainers informing them of promotional opportunities & venue options within Macarthur
- Promotion of the MGG website is often presented to local radio stations and newspapers, specialty publications and Facebook Community pages
- Twitter followers include Sydney Events, Campbelltown Arts Centre, B2B Media, My Macarthur, Macarthur Chronicle, Advertiser Sports, Macarthur Advertiser, South West Voice, Macarthur Jobs, Sydney Biz Events, Youth Solutions

Promotional Exposure

- **Direct marketing and exposure**

- Events posted on the Macarthur Gig Guide website
- Events posted on Facebook including regular prompts & event reminders - <https://www.facebook.com/macarthurgigguide/>
- Automatic posting to Twitter several days prior to the event - <https://twitter.com/macarthurgigs>
- Large pull-up Banners are displayed at local Wedding Expos and events where Macarthur Entertainment has a presence

- **Third-party marketing**

- Widget available for use on client websites
- Several formats available for presenting the events

- **Marketing programs**

- Local Councils promote the MGG on their website www.macarthur.com.au as well as their Campbelltown Experience Guide
- Local Radio Station C91.3FM hosts the MGG on their website & MGG is mentioned on 2MCR during their morning program on Mondays

Advertising Your Venue Entertainment

- **Subscription options to promote your gigs**

- **MONTHLY SUBSCRIPTION per Venue**

- Unlimited postings on the Macarthur Gig Guide website (1 post per event)
- Automatic postings to Twitter per event
- Manual posting of events on Face book with links to venues and entertainers
- High resolution image of entertainer or Venue logo essential for marketing purposes
- Brief Bio description of the entertainer or event

- **YEARLY SUBSCRIPTION per Venue**

- Unlimited postings on the Macarthur Gig Guide website (1 post per event)
- Automatic posting to Twitter
- Manual posting of events on Face book with links to venues and entertainers
- High resolution image of entertainer or Venue logo essential for marketing purposes
- Brief description of the entertainer or event

- **WEBSITE BANNER PACKAGE per Venue** (limited availability)

- Display your Live entertainment events on the MGG Home Page Banner (e.g. 1 x event image or 1 x image featuring events/dates for the month)
- Your promotion will loop repeatedly with other limited advertised promotions for the subscribed duration.
- Unlimited postings on the Macarthur Gig Guide website (1 post per event)
- Automatic posting to Twitter
- Manual posting of events on Face book with links to venues and entertainer
- High resolution image of entertainer or business logo essential for marketing purposes
- Brief description of the entertainer or event

- **WIDGET PROMOTION ON CLIENT WEBSITE per Website**

- Display of your venue events on your website
- No ongoing involvement of web designer
- Automatically updated as events expire and new events added

Advertising Your Entertainment

- Sample of Banner image



Macarthur Gig Guide

your live entertainment guide for macarthur

[HOME](#) [ENTERTAINERS](#) [CONTACT](#) [BOOKINGS](#) [PROMOTE ME](#) [WEB PRODUCTS](#) [GIG GUIDE](#) [Log In/Log Out](#)

Luke Kateras

NOV

18 - Albion Place Hotel 6 to 9pm
20 - Humer Bar Wollongong 6 to 8pm
23 - Q&A ABC Sydney 8pm (bookings are a must)
25 - Albion Place Hotel 6 to 9pm
27 - West Leagues Campbelltown with
Chris Sebastian 9 to 12am
29 - Royal Oak Hotel Double Bay 6:30 to 9:30pm

DEC

2 - Albion Place Hotel 6 to 9pm
9 - Albion Place Hotel
13 - Mount Pritchard RSL 5 to 8pm
16 - Albion Place Hotel 6 to 9pm
18 - Rydges Campbelltown 5 to 9pm
20 - The Royal Oak Double Bay 6:30 to 9:30pm
23 - Albion Place Hotel 6 to 9pm
30 - Albion Place Hotel 6 to 9pm




Advertising Your Entertainment

- Sample layouts you can choose for your website

Poster board

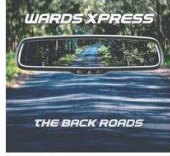
← JANUARY 2016 →


Jono Collins @ Otis Bar & Grill JAN 8 Fri
Jan 8 @ 5:00 pm – 9:00 pm

Enjoy the acoustic sounds of talented guitar-vocalist Jono Collins on the Terrace at OTIS Bar from 5.00pm. A craft beer or cocktail or 2 would go down just fine and you can enjoy Happy Hour between[...]
HOTEL HOUSE GIGS OUTDOOR ENT

Phill Simmons @ Bargo Sports Club JAN 8 Fri
Jan 8 @ 7:00 pm


CLUB COVER BAND DANCE NIGHT

BE BOP A LULA @ Camden RSL JAN 8 Fri
Jan 8 @ 8:00 pm
CLUB COVER BAND DANCE NIGHT

WARDS XPRESS @ George IV Inn JAN 8 Fri
Jan 8 @ 8:30 pm

WARDS XPRESS (Ross Ward) is a blues band that has been performing at the George on Sundays for a while now. Friday Jan 8th, the guys will rock the George with a little blues & roots for[...]
FEATURE BAND HOTEL HOUSE

TINGLES Cocktail Night @ Campbelltown RSL JAN 8 Fri
Jan 8 @ 9:00 pm

Bring your friends and mingle with singles – enjoy canapés and cocktails and colour coded wristbands to


T.B.A @ Camden RSL JAN 9 Sat
Jan 9 @ 8:00 pm
CLUB COVER BAND DANCE NIGHT


TOXIC DOLLS @ Campbelltown RSL JAN 9 Sat
Jan 9 @ 8:30 pm

Bring your friends and mingle with singles – enjoy canapés and cocktails and colour coded wristbands to


Stream


← JANUARY 2016 → Stream


JANO 8 (FRIDAY)

Jono Collins
Jan 8 @ 5:00 pm – 9:00 pm | Otis Bar & Grill
Enjoy the acoustic sounds of talented guitar-vocalist Jono Collins on the Terrace at OTIS Bar from 5.00pm. A



Phill Simmons
Jan 8 @ 7:00 pm | Bargo Sports Club



BE BOP A LULA
Jan 8 @ 8:00 pm | Camden RSL


WARDS XPRESS
Jan 8 @ 8:30 pm | George IV Inn
WARDS Xpress (Ross Ward) is a blues band that has been performing at the George on Sundays for a while


TINGLES Cocktail Night
Jan 8 @ 9:00 pm | Campbelltown RSL
Bring your friends and mingle with singles – enjoy canapés and cocktails and colour coded wristbands to


JANO 9 (SATURDAY)

T.B.A
Jan 9 @ 8:00 pm | Camden RSL


TOXIC DOLLS
Jan 9 @ 8:30 pm | Campbelltown RSL
Toxic Dolls all female rock band, is a fusion of colour, fun & hard rocking hits covering the 80's to now. 5 hot


Agenda

← JANUARY 2016 → Collapse All Expand All Agenda

JAN 8 Fri

Jono Collins @ Otis Bar & Grill
Jan 8 @ 5:00 pm – 9:00 pm

Phill Simmons @ Bargo Sports Club
Jan 8 @ 7:00 pm

BE BOP A LULA @ Camden RSL
Jan 8 @ 8:00 pm

WARDS XPRESS @ George IV Inn
Jan 8 @ 8:30 pm

TINGLES Cocktail Night @ Campbelltown RSL
Jan 8 @ 9:00 pm

JAN 9 Sat

T.B.A @ Camden RSL
Jan 9 @ 8:00 pm

TOXIC DOLLS @ Campbelltown RSL
Jan 9 @ 8:30 pm

Zoltan @ Ingleburn RSL
Jan 9 @ 9:00 pm – Jan 10 @ 1:00 am

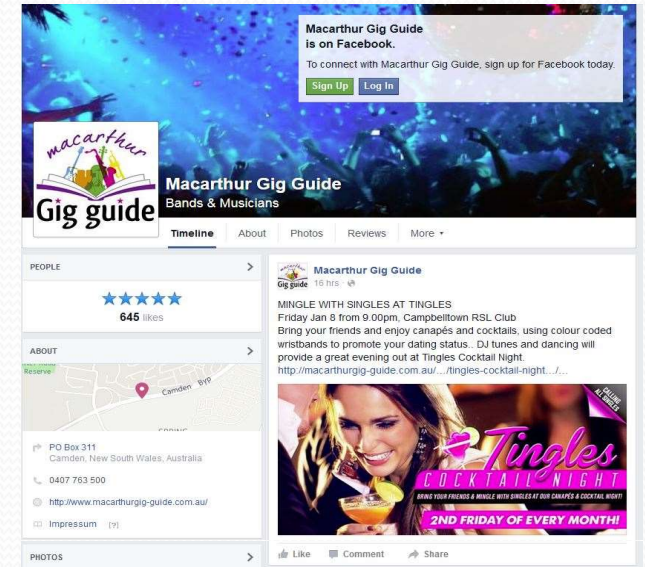
JAN 10 Sun

THE WANDERERS @ Camden RSL
Jan 10 @ 5:30 pm

JAN 15 Fri

Gordon Hunter @ Bargo Sports Club
Jan 15 @ 7:00 pm

Facebook Promotions



Twitter Promotions



Macarthur Gig Guide
@macarthurgigs

Our gig guide presents all the live entertainment of all the participating venues in Macarthur. Looking for a night out with live entertainment? Follow us!!!

📍 Sydney
🌐 macarthurgig-guide.com.au
📅 Joined June 2014

📷 Photos and videos

Tweets 3,459 **Following** 49 **Followers** 92 **Likes** 5 **Lists** 0 **Moments** 0

Tweets & replies **Media**

Macarthur Gig Guide @macarthurgigs · 14h
Splice Dance Band, May 11 @ Camden RSL, macarthurgig-guide.com.au/event/splice-d... #Club #Cover_Band #Dance_Night #Lounge_Entertainment #Restaurant #Camden_RSL

Splice Dance Band (2018-05-11)
Splice is a 7 piece Sydney group performing all the popular dance tunes most of us now in our 40's and 50's grew up listening to. From rock and roll to R&B, from macarthurgig-guide.com.au

Macarthur Gig Guide @macarthurgigs · 14h
Beni Jets Duo, May 11 @ Country Club Gledswood Hills, macarthurgig-guide.com.au/event/beni-jet... #Club #Cover_Band #Lounge_Entertainment #Tribute_Band

Beni Jets Duo (2018-05-11)
Beni Jets are a highly experienced acoustic cover act with a wide repertoire, ranging from classic soul, reggae, funk, & R'n'b, to modern hits and new classics, Beni Jet... macarthurgig-guide.com.au

Macarthur Gig Guide @macarthurgigs · 14h
Kevin Laso, May 11 @ Barenz, macarthurgig-guide.com.au/event/kevin-la... #Cocktail_Bar #Lounge_Entertainment #Soloists #macarthurgigs #Barenz #Kevin_Laso

Kevin Laso (2018-05-11)
Singer-songwriter Kevin Laso is a local guitar-vocalist who has been performing his Indie Folk Rock covers and originals around the region for over ten years.. macarthurgig-guide.com.au



Sydney Biz Events
@SydneyBizEvents Follows you

News on the best Business Events in Sydney. Keep informed. Make new contacts. Promote your own event via this service. #Networking #Sydney



Mount Annan
@MountAnnan Follows you

Local news and information - Mount Annan and surrounding areas.



South West Voice
@SthWestVoice Follows you

An online newspaper for Macarthur.



C-A-C
@CtownArtsCentre FOLLOWS YOU



B2B MEDIA
@b2bau FOLLOWS YOU



Sydney Events
@sydney_today FOLLOWS YOU

Real-time local buzz for live music, parties, shows and more local events happening right now in Sydney!



Macarthur Advertiser
@MacarthurAd Follows you

The Campbelltown Macarthur Advertiser newspaper. For Wests Tigers news follow @CtownTigerTalk. For sports, follow @SportsMacarthur.



Macarthur Chronicle
@The_Chronicle Follows you

The Macarthur Chronicle newspaper is committed to providing its readers with local news, events and opinion.



mymacarthur
@mymacarthur FOLLOWS YOU



Rock 'n Roll Agent
@RocknRoll_agent FOLLOWS YOU

rocknroll, rock_n_roll, rock and roll, rockandroll



Youth Solutions
@YouthSolutions Follows you

Youth alcohol and other drug prevention charity working in the Macarthur and Wingecaribee regions of NSW.



MTTEC
@Tourism_Events Follows you

Macarthur Tourism, Travel & Events College ♦ RTO #41365 ♦ Nationally accredited, blended and flexible courses in Travel and Tourism, Hospitality &...

Pricing & Policies

- **Pricing** (prices listed are GST exclusive)

- **MONTHLY SUBSCRIPTION**

- **\$25 p/Month p/Venue – INCLUSIONS:**
 - Unlimited postings on the Macarthur Gig Guide website (1 post per event)
 - Automatic postings to Twitter per event
 - Manual posting of events on Face book with links to venues and entertainers
 - High resolution image of entertainer or Venue logo essential for marketing purposes
 - Brief Bio description of the entertainer or event

- **YEARLY SUBSCRIPTION**

- **\$250 p/Year p/Venue – INCLUSIONS:**
 - Unlimited postings on the Macarthur Gig Guide website (1 post per event)
 - Automatic posting to Twitter
 - Manual posting of events on Face book with links to venues and entertainers
 - High resolution image of entertainer or Venue logo essential for marketing purposes
 - Brief description of the entertainer or event

- **WEBSITE BANNER PACKAGE** (limited availability)

- **\$80 for (up to) a 1 month period p/Venue** (Additional fee to run your event beyond a month is available at \$10 extra per week.)
 - Display your Live entertainment events on the MGG Home Page Banner
 - e.g. 1 x event image or 1 x image featuring events/dates for the month.
 - Your promotion will loop repeatedly with other limited advertised promotions for the subscribed duration.
 - Unlimited postings on the Macarthur Gig Guide website (1 post per event)
 - Automatic posting to Twitter
 - Manual posting of events on Face book with links to venues and entertainer
 - High resolution image of entertainer or business logo essential for marketing purposes
 - Brief description of the entertainer or event

- **WIDGET PROMOTION ON CLIENT WEBSITE**

- **\$250 p/Year p/Website**
 - Display of your venue events on your website
 - No ongoing involvement of web designer
 - Automatically updated as events expire and new events added

- **Policies**

- Macarthur Entertainment will ensure a high level of accuracy is maintained for entries posted on behalf of the venue – pending availability of artist material
- Macarthur Entertainment reserves the right to withhold submissions and may withdraw submissions at any time without notice
- Changes to pricing structure may occur however forward notice will be provided to subscribers in writing (email or otherwise)

Success Metrics

The following stats are extracted from the Macarthur Gig Guide website from Jan – Dec 2017

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2017	4,146	8,819	52,338	193,430
Feb 2017	4,616	9,777	115,209	254,254
Mar 2017	5,107	10,510	99,675	254,600
Apr 2017	5,480	10,664	67,066	230,366
May 2017	4,943	10,892	82,548	244,519
Jun 2017	6,119	13,444	87,082	244,734
Jul 2017	7,460	15,382	68,697	209,130
Aug 2017	7,459	18,772	84,025	229,191
Sep 2017	6,305	15,466	48,742	174,156
Oct 2017	6,877	15,866	50,016	269,885
Nov 2017	5,687	13,983	71,929	259,491
Dec 2017	5,413	13,590	43,717	208,789
Total	69,612	157,165	871,044	2,772,545