



CulturalDC Rental Marketing FAQ

Frequently Asked Questions for Rental Marketing

1.) When can I start marketing my event?

You can begin to market your event once the contract has been signed and 25% deposit paid.

2.) How does CulturalDC market my event?

You are welcome to drop off postcards and/or flyers at both our venues Flashpoint and Source. Additionally upon completion of the Rentals Marketing Form, your event will be posted to our events page on the CulturalDC website here:

<http://www.culturaldc.org/events/2012/09/culturaldc-rentals/>

3.) How do I receive the Rental Marketing Form?

Only upon receipt of signed contract and 25% deposit.

4.) When will you post my event?

Your event will be posted at least two months before the date(s) booked.

5.) How long does it take to post to your site?

Please allow at least a week for marketing posts.

6.) Do I have to use a preferred ticketing vendor?

We do not have preferred ticketing vendor. You may collect sales for your event in any capacity you see fit.

7.) Is CulturalDC the point of contact for my patrons?

No. CulturalDC is not responsible for your event. On the Rental Marketing Form we ask you to add a designated contact number and/or email for outside queries.

8.) Will you post my event's image to your site?

We have a strict branding policy and strive to use only our approved images for marketing. We encourage renters to use their own websites and media outlets to market their events.



9.) What do I need to include on my postcards/flyers? Do I need your approval?

You need to include the correct venue name (Flashpoint or Source) and address. For example: the Mead Theatre Lab at Flashpoint or Source Black Box.

We are not Flashpoint Theatre or Source Theatre.

As stated in your rental contract, any printed materials need to be sent to the Booking and Events Manager for approval at least ten (10) days before going to print or \$200 fee will be added to your rental for incorrect listing.

Please review the Standard Language in your rental contract for specifics regarding your venue.

10.) What logo should I use?

For logos, please go to this page and download your respective venue logo under “JPEG Downloads” on the right side of the page: <http://www.culturaldc.org/logos-brands/>

11.) Can I use the CulturalDC logo?

The CulturalDC logo should only be used for projects which CulturalDC is producing, presenting or partnering to produce or present. Rentals do not fall under this category.

12.) Are you required to post my event?

Marketing rentals is not our policy or a guarantee, but we continue to strive to find the best way to include them as an active component of our venues.

13.) Can I hang posters in the windows at Flashpoint?

No. Flashpoint resides in the bottom floor of the Mather Condors. Due to condo rules, we cannot place posters in our windows.

14.) Can I hang posters in the windows at Source?

Depending on upcoming resident rentals, we allocate one window for rentals.

15.) Can I have my event listed on the marquee at Source?

No. The marquee is only for Source residents and programming.