

Appendix D

Collaboration document Communication & Publicity

1.General

There are some counterparts for the associations for the support given to them by UT as part of the CASA.

There are plenty of opportunities for cultural activities on campus. However, as the cultural sector, we are constantly faced with the challenge of effectively reaching our target audience, attracting them to the theatre, and inspiring them to take part in other cultural activities. Good engaging communication can help in this regard. In addition to their own publicity, associations can also receive support in this area from Sports & Culture. To take advantage of this, associations must meet a number of conditions.

These are described in this document.

2 Counterparts Associations

2.1 Crediting Sports & Culture

The association mentions Sports & Culture and the University of Twente as sponsors with names and logos¹ on all means of publication, promotion and marketing in which the association goes public as specified in point "Actions Associations".

2.2 Promoting Sports & Culture

The association is obliged to promote promotional activities of Sports & Culture and/or the University of Twente when requested to do so. This cannot be requested from the association by Sports & Culture more than five (5) times per contract year. Examples of these activities are the Kick-In, opening academic year, open days. Sports & Culture should contact the association on time and discuss feasibility.

3 Making use of Sports & Culture's means of communication

3.1 Actions associations

Sports & Culture strives to present its entire catalogue of public activities, which includes the performances and public events of the associations. For Sports & Culture to promote an association's event(s), the associations are expected to deliver the information for the following, conform appendix styleguide:

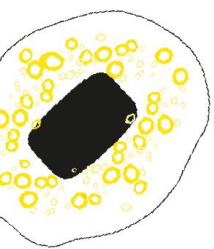
- [The Website of Sports & Culture](#) (6 weeks before show)²
- Events calendar (6 weeks before the start of the new quarter; for the first quarter, earlier due to Kick-In)³
- Social Media (posts 2 weeks before show or activity, or tag your story or reel with us)

4

3.2 Actions Sports & Culture

If all communication and publication material for a performance is received by Sports & Culture in time, the following actions/means will be used:

- Events calendar
- Website Sports & Culture (NL and ENG)

- 
- Employee portal
 - Campusapp
 - Student Union events calendar
 - Social media, namely: [instagram.com/culture_utwente](https://www.instagram.com/culture_utwente)

Last but not least, we would like to be informed of any changes, reviews or other news regarding the performance.

Thank you very much in advance for your collaboration!

Contact:

Communication & Publicity Sports & Culture

Niké ter Heide, phone: +31 (0)53 - 489 2779

n.terheide@utwente.nl

Appendix Styleguide:

1 - Logo

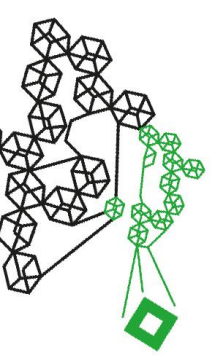
- can be obtained from n.terheide@utwente.nl

2 - Performance/Website

- Apollo will send you a mail with a request for input.
- An attractive inspirational text, both in Dutch and in English
- ± 100 words; plus title/ subtitle. Maybe teaser and quote.
- An attractive image, at least 72 dpi, landscape. Image without logos or other texts on it.
- Mention links and ticket prices clearly
- See [image](#) at the bottom for website structure, this clarifies delivery requirements

3 - Events Calender

- Apollo will send you a mail with a request for input.
- Style example:



Jam UTMost

Wed 17 Jun 20.00 Music Vrijhof, Agora

- An attractive image in landscape format, at least 300 DPI/500kb (print). Image without logos or other texts on it!

4 - Social Media:

- Mention/ tag each other in social media posts.
- If the associations want the Vrijhof to repost the posts, they are required to tag Culture on Instagram (for story & reels) [@culture_utwente](https://www.instagram.com/culture_utwente) and use the hashtags in reels and

posts: #CultureUTwente #CulturalUmbrellaApollo #MoreThenADegree #VrijhofVibes and of course the # of your own association or performance. This will be done in consideration of the PR planning of culture.

Tip

Use social media for community building and creating interaction. Fun videos of e.g. rehearsals, bloopers, set designs, rehearsals, behind-the-scenes etc videos work very well. Communication is broader than just posting the poster of the performance.

Screens inside the Vrijhof Building

Associations can promote their show on the information screens.

- For the LED screen at the Vrijhof Building, content can be supplied to the SU, [click here](#).
Submit promotion for screens inside the Vrijhof to n.terheide@utwente.nl
- format landscape at least 1280 x 720 pixels
- to be delivered six weeks prior to the show for content planning purposes

Actively undertake

In addition to timely delivery of material, we ask you to actively involve your own supporters. Mention/tag each other associations on social media, especially when attending events in Vrijhof.

Format website Sports & Culture

Next page

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WEBSITE CULTURE INPUT NEEDED

NEED TO KNOW:

language of show

extra dates

UNIVERSITY OF TWENTE

UT / Vrijheid Cultuur / Agenda / Voorstelling: Burnt Sugar

/BLIJF CULTUUR

Homo / Vrijheid Cultuur

Agenda

Vrijheid Cultuur

Beeldende Kunst

Dance

Cultuurverdragen

Functies

Over Vrijheid Cultuur

Contact

FAQ

TITEL

NAME ARTIST

DATE & TIME FROM/TILL

SUBTITEL (NICE TRIGGER)

BODY TEXT

* white spaces

* min 250 words

* English & Dutch

OPTION: EXTRA PHOTO, QUOTE OR REVIEW

PRIZES: STUDENTS & OTHER

LINK TO WEBSITE OF TICKETING SYSTEM

VOORSTELLING: BURNT SUGAR

CULTUURVERENIGING NEST

THEATERLAB

donderdag 18 mei 2024 20:00 - 22:30

MYSTIEKE ABSURDITEIT EN GEAARDE OPRECHTHEID

Een verhaal over de houding en de houding, over de houding van de houding en de houding die we niet houden. Wanneer Karin terugkeert van een lang verblijf in het buitenland, wordt ze opgewacht door een verhaal van een andere familieleden. Het "halve verhaal" heeft een ander verhaal, een verhaal dat de houding van de houding is. Het "halve verhaal" heeft een ander verhaal, een verhaal dat de houding van de houding is. Het "halve verhaal" heeft een ander verhaal, een verhaal dat de houding van de houding is.

Het "The World One Year" en "Fruit Spelt A Salsa Show" zijn Theaterlab terug met een geheel nieuw poging om te leren hoe we met elkaar omgaan en hoe we omgaan met elkaar. Theaterlab - een hechte groep studenten onder leiding van Julia de Kleik en Jasper Koster - is enthousiast om het resultaat van een jaar vroege, vroege en vroege creatieve te laten zien.

Deze voorstelling gaat ook op 17 mei om 20:00 uur en op 18 mei om 10:00 uur.

PRIZES

Studenten met UniconCard	€ 0,50
Anders	€ 0,-

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BESTELLEN