

MARKETING GUIDELINES

CIRQUE ÉLOIZE
SALOON

CIRQUE ÉLOIZE

cirque-eloize.com

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ABOUT CIRQUE ÉLOIZE

Driving force of Quebec's cultural radiance for more than **25 years**, Cirque Éloize creates, produces and offers touching shows with a poetic signature. Considered a leader in contemporary circus, Éloize combines circus arts with music, dance, technology and theater, thus fulfilling the expectations of audiences in quest of deep resounding entertainment.

Its creations have been acclaimed by over three million spectators and cumulate more than **5,000 performances** in some **550 cities** around the world. *CIRKOPOLIS*, *SALOON* and *HOTEL*, all currently on international tours, are respectively the ninth, twelfth and thirteenth shows under the Cirque Éloize banner.

Cirque Éloize has also participated in the most prestigious festivals in the world. In addition to its touring shows, more than **1 600 custom events** have been performed across the globe and in its Dalhousie Station studios in Montreal.

INTRODUCTION

Welcome to Cirque Éloize!

Having at heart the tour shows' promotion, the brand's respect and the accuracy of the information provided to the media and the public, the marketing department has developed a comprehensive tool to assist partners, broadcasters and promoters in their actions.

This marketing guide educates on the proper use of Cirque Éloize' promotional material to ensure respect of marketing and communication standards of the *SALOON* show.

We invite you to carefully read this guide and take notice of the rules governing our corporate image and messages.

Note that all promotional material meant to be made public (including texts, documents and videos) must be approved by our marketing department within 72 hours of publication. If a faster approval is needed, do not hesitate to let us know.

SALOON' complete marketing kit, including texts and photos, is available on Dropbox via the following link:

<https://www.dropbox.com/sh/9hym8kuz8bel51t/AACqJZ0ecvfT1Zv9R8uPOni3a?dl=0>

OUR MISSION

We create, produce and broadcast striking live art performances that touch audiences while satisfying their need to be entertained intelligently.

Our vision is to become an acclaimed reference in the live arts industry through our unique and creative way of combining multiple forms of performing arts to provoke surprise and delight while bringing audiences where they least expect it.

OFFICIAL LOGO



The Cirque Éloize logo must always appear in its current horizontal one-liner form on your print and electronic advertising, posters and all your other promotions.

Whatever the logo's size, a margin the height of its "i" must be respected around it.

SPELLING

Two words: C-I-R-Q-U-E É-L-O-I-Z-E

CAUTION:

Éloize must always be written as follows, with a "z" and an accent on the first "e": Éloize.

Please pay particular attention to this spelling in all your promotional documents.

PRONUNCIATION

Cirque : [sirk]

Éloize : [elwaz]

WATCH OUT FOR INCORRECT PRONUNCIATIONS:

x Héloïse [eloiz]

x Éloize [elwazi]

THE SHOW



OFFICIAL SIGNATURE

CIRQUE ÉLOIZE
SALOON

CIRQUE ÉLOIZE
SALOON

At all times, the *SALOON* logo must be set side by side with the Cirque Éloize logo. The show's official signature includes these two indissociable elements.

SPELLING

S-A-L-O-O-N

PRESENTATION TEXT

Age Guide: General Public

Cirque Éloize *SALOON* is inspired by the rich legacy of the Wild Wild West.

America is expanding. The railroad is stretching westward to lands of untold promise. In the middle of the desert, a town comes to life. The *SALOON* doors swing open to reveal a motley cast of individuals, each with a tale to tell.

In Cirque Éloize's *SALOON*, the infectious energy of folk music and strains of fiddle set the tone for an acrobatic comedy that sweeps spectators away in a mad flurry.

Under the spell of Saloon's beautiful Belle, the lover sets off a chase worthy of the greatest Westerns. Unfolds a series of unusual events mixing acrobatic prowess and inventive choreography. The lovebirds on the run wreak havoc wherever they go, from the deserted plains to the depths of the mine, until the final acrobatic duel.

Swing open the Saloon doors and enter a mythical world created by live music and the exhilarating pace of spectacular performances. Let yourself get swept away by enthralling voices, magical harmonies and live instrumentation. The timeless tunes of Johnny Cash and Patsy Cline set the traditional, epic scene for a fast-paced show with no shortage of audience thrills.

THE SHOW



PARTNER LOGOS

The *SALOON* show exists thanks to our partners' generous contributions, which is why we are committed to ensuring their visibility everywhere our show is presented.

It is, therefore, **MANDATORY TO INCLUDE OUR PARTNER LOGO BANNER** in all your visuals in one line or two lines as below :



OFFICIAL FONTS

Thank you for using the official fonts in all your communications relative to the show. These can be found in the Dropbox marketing kit and include the following:

- ♦ Knockout
- ♦ Rosewood Fill
- ♦ Droit serif
- ♦ Avenir

THE SHOW



PICTURES

An official selection of photos is also available in the marketing kit accessible via Dropbox.

Each photo must include a credit to its photographer and to Cirque Éloize, in the following format: "© Cirque Éloize Saloon". If a photo you are working with is missing this information, please contact us to have it corrected.

If the photos at your disposal are not ideal for your needs, we invite you to address Cirque Éloize' marketing department directly for better-suited ones.





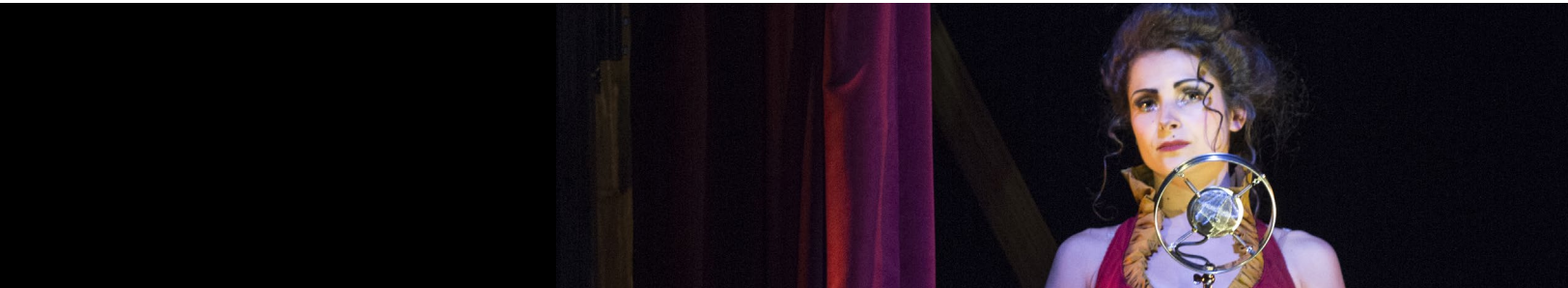
POSTERS & BROCHURES

The official *SALOON* poster must be the original concept used for all visual adaptations in your market. This includes printed and digital advertisement as well as any other visual mediums used to promote the show.

We remind you that alterations made to final formats cannot be published without receiving official approval from Cirque Éloize' marketing department. Please allow a minimum of 72 hours for approvals of this nature.

Note that we do not provide printed posters but that we are committed to providing you with all the necessary material to produce your visuals. We can also provide assistance for more specific graphic design needs.





TICKETING & PRE-SHOW GREETING

When recording your ticketing greetings, take great care in pronouncing the company and the show's name correctly as errors may result in our request for a second recording to be produced at your own expense.

- ♦ Cirque : [sirk]
- ♦ Éloïze : [elwaz]
- ♦ SALOON : [sə'lu:n]

OFFICIAL TEXTS

All our texts are available in French and English. They can be found in our press kit by accessing the complete marketing kit through the Dropbox link.

Your promotional documents (press brochures, press articles, evening programs, etc.) must include the producing company and show's official texts.

These texts can't, in no case, be modified and must appear as proposed or in extracts clearly identified as quotes.

MARKETING TOOLS



PRESS KIT

The show's press kit contains loads of useful information for preparing the show's presentation.

Please make sure you have downloaded the latest version via Dropbox, as it is regularly updated.

The press kit contains:

- ♦ Company Information
- ♦ Show's Presentation Text
- ♦ Jeannot Painchaud's Biography
- ♦ Creators' Biographies
- ♦ Artists' Biographies
- ♦ Credits

If you would like to customize it for your needs, please validate your final version with Cirque Éloize' marketing department.

SEASONAL PROGRAM

The *SALOON* show page in your seasonal program must make use of the show's official visual.

Your seasonal program must include, but is not limited to, the following:

- ♦ Cirque Éloize & *SALOON* Logos
- ♦ Partner Logo Banner

EVENING PROGRAM

In the event that you wish to develop your own evening program, use of the show's official image is required.

The program must contain, but is not limited to, the following:

- ♦ Cirque Éloize & *SALOON* Logos
- ♦ Show Presentation Texts
- ♦ Cirque Éloize Presentation Texts
- ♦ List of Artists & Respective Disciplines
- ♦ Creators' Credits
- ♦ Partner Logo Banner

MARKETING TOOLS



SOUVENIR PROGRAM

The company has designed an official souvenir program that will be on sale with other derivative products on show nights in your establishment.

The provided version is bilingual (French and English) but can be adapted to your preferences if need be. The files necessary for adaptation will be provided only after an official agreement has been taken with Cirque Éloize' marketing department, and such adaptations will be done at your expense.

Note that if you wish to partake in the production of your own souvenir program, 20% of the gross revenues generated by sales of broadcaster produced programs must be given to Cirque Éloize.



PROMOTION & PRESS RELATIONS



For all promotional activity and interview requests, please fill out the form on page 15 of this document and send it to the Cirque Éloize marketing department for approval.

MEDIAS INTERVIEWS

Jeannot Painchaud, President and Creative Director of Cirque Éloize, is an excellent choice of interlocutor for conducting phone interviews in both French and English. Occasionally, he may also be on site to give in-person interviews during show premieres. All interview requests must be approved by the marketing department.

Our artists are also available for interviews. Depending on country and activity type, we will help you choose the interlocutor best equipped for transmitting accurate information, in the language that best suits your needs.

PROMOTIONAL ACTIVITIES

To help with promotion of the show in your market, many promotional activities can be organized with the artists' participation:

- ♦ Encounter with the public
- ♦ Encounter with the creators
- ♦ Encounter with the company representatives
- ♦ Participation in workshops, panels and roundtables
- ♦ Demonstration in schools, cultural centers, youth centers, etc.

Be creative! Do not hesitate to propose promotional activities that could be adapted to your situation. Note, however, that these activities will only be accepted if they respect the quality and visuals of the company and show. All promotional activities must be organized with the marketing department and according to our artists' scheduling possibilities.

Please check your contract to confirm the number of promotions with included performances. Fees for supplementary activities will be provided by the marketing department upon request.

We kindly thank you for respecting the artists' day off when planning your activities. When filling out a promotional request form, we remind you to provide all details in regards to technical specifications so that we may efficiently confirm the nature of the presented acts. Artists must be accompanied by an official broadcaster representative at all times.

PROMOTION & PRESS RELATIONS



PRESS CONFERENCE

It is possible for you to organize a press conference in which two or three acts of the show are presented. In order to benefit from assistance in your organization, a request must be sent to Cirque Éloize' marketing department at least three weeks in advance.

The suggested acts are:

- ♦ Hand to Hand
- ♦ Cyr Wheel
- ♦ Lasso
- ♦ Medley of all artists
- ♦ Musical number

Regardless of the mediums (posters, banners, easels, etc.), it is mandatory that the show's visual be exposed, on-site, at the press conference.

If you wish to distribute a press kit, its press release must be approved by Cirque Éloize' marketing department.

If the press conference must be held in a place other than the theater where the show will take place, round-trip

transportation must be provided for the artists, companions and the acrobatic equipment. A technical sheet of the site will also be required to validate the feasibility of the acts.

WARNING:

Depending on the regular rigging schedule, please take note that no activity can be held on stage before the first performance.

TV APPEARANCES

Excerpts from the show can be broadcasted on television.

The suggested acts, depending on the technical conditions of the site, are the same as those suggested for the press conferences.

When filling out a promotional request form, please provide all details in regards to technical specifications so that we may efficiently confirm the nature of the presented acts.

PRESS TRIP

If you wish to organize a press trip, please advise the marketing department so that we may welcome you on site. In this event, here are some possible ways in which we can assist with your organization:

- ♦ Reception of Journalists by Director of Tour
- ♦ Live Shows
- ♦ Individual / Group Interviews
- ♦ Meetings with artists, designers and

Note that it is always possible to obtain a phone interview with the Director in order to complete your research if he or she was absent during your press trip. You can do so simply by sending a request to the Cirque Éloize marketing department. Journalists must be accompanied by an official broadcaster representative at all times.

PROMOTION & PRESS RELATIONS



JOURNALIST PRESENCE & FILMING

Journalists and news agencies that wish to cover our show must send their requests to our official press service (broadcaster or official press agency) in order to obtain valid authorization and, thereafter, the press kit.

Filming is authorized by our press service accredited photographers and cameramen only, during the first 20 minutes of the show, that of which only three minutes may be broadcast on TV and Online.

At all times, journalists must be accompanied by an official representative of the broadcaster. If you would like to hire a photographer to take pictures of the show, please send a detailed request to the Cirque Éloize marketing department at communications@cirque-eloize.com.

DERIVATIVE PRODUCTS

We sell derivative show products at every performance. The touring team has everything it needs for its installations.

However, if you have specific locations or policies regarding this type of activity, please let us know as soon as possible in order to provide sufficient time for our team to adjust. Sale terms of our derivative products are specified in your contract.

Prices are fixed based on local currency and clientele. Some of our derivative products are also available through our Online shop, via our company website at <http://www.cirque-eloize.com/en/shop>.



PROMO REQUEST FORM

SHOW

- ☐ CIRKOPOLIS
☐ SALOON
☐ HOTEL
☐ OTHER : _____

COUNTRY : _____

CITY : _____

DATE : _____

MEDIA INFORMATIONS

PROMO TYPE:

- ☐ TV Show
☐ Radio Show
☐ Written Press
☐ Special Performance
☐ Other (specify): _____

Target Audience: _____

Host/journalist : _____

Promo Web Link/Event : _____

Public Interactions: ☐ YES ☐ NO

Artist Performance: ☐ YES ☐ NO

Desired performance length: _____

TECHNICAL SPECIFICATIONS

Scene Dimensions: _____

Floor Surface Type: ☐ Tiling ☐ Wood ☐ Concrete ☐ Other (specify) : _____

Ceiling Height: _____

Rigging Possibilities (supension points and installation details): _____

Dance Mats: _____

Access Points: _____

Technical Information (music, projections, etc.) *Please join your plan of the venue and the technical rider to your email*

Show: ☐ Pre-Recording ☐ Live Broadcast

Studio Arrival Time: _____

Interview: ☐ YES ☐ NO Technicalities: _____

Interview Language: _____

Interview Hour: _____

Interview Duration: _____

Recording Date: _____

Recording Hour: _____

Make-Up: ☐ YES ☐ NO

Hairdressing: ☐ YES ☐ NO

Costume: ☐ YES ☐ NO Specify : _____

Dressing Room & Access : ☐ YES ☐ NO

Studio address: _____

Media Name: _____

PRODUCTION

Geneviève Henri
Operations Manager - Touring Shows
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COMMUNICATIONS & MARKETING

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