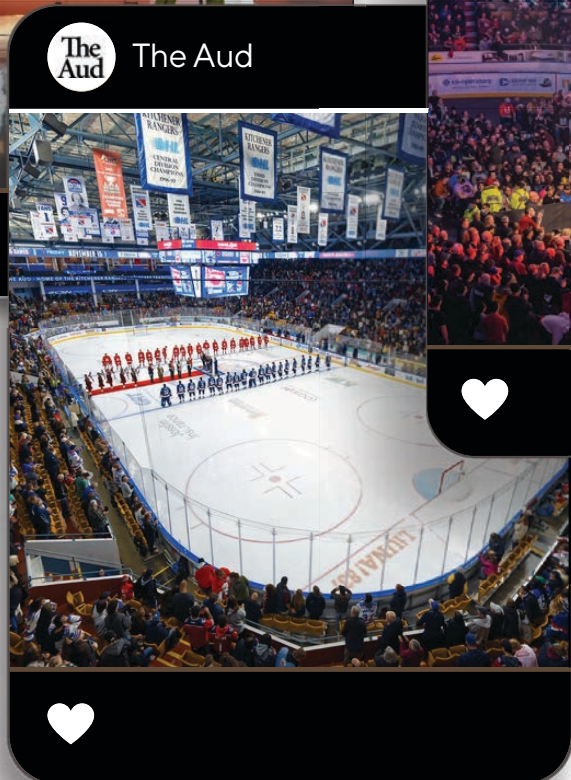
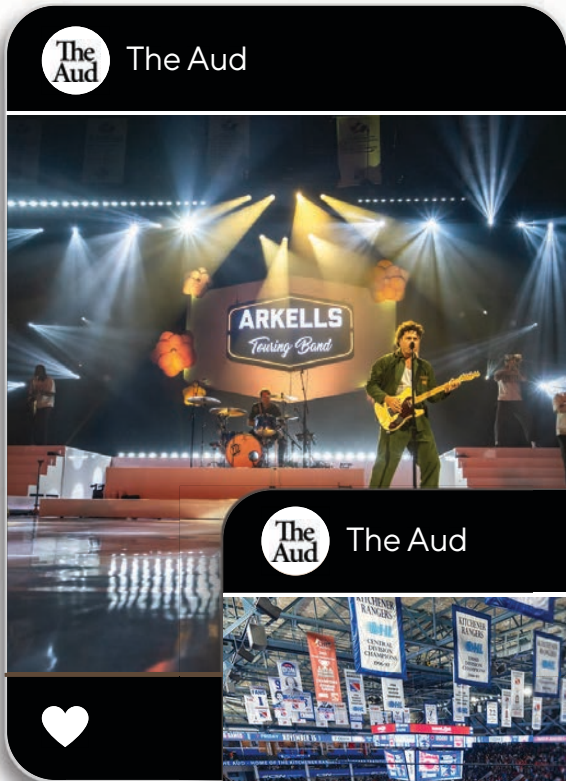


# The Aud Event Marketing

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2025

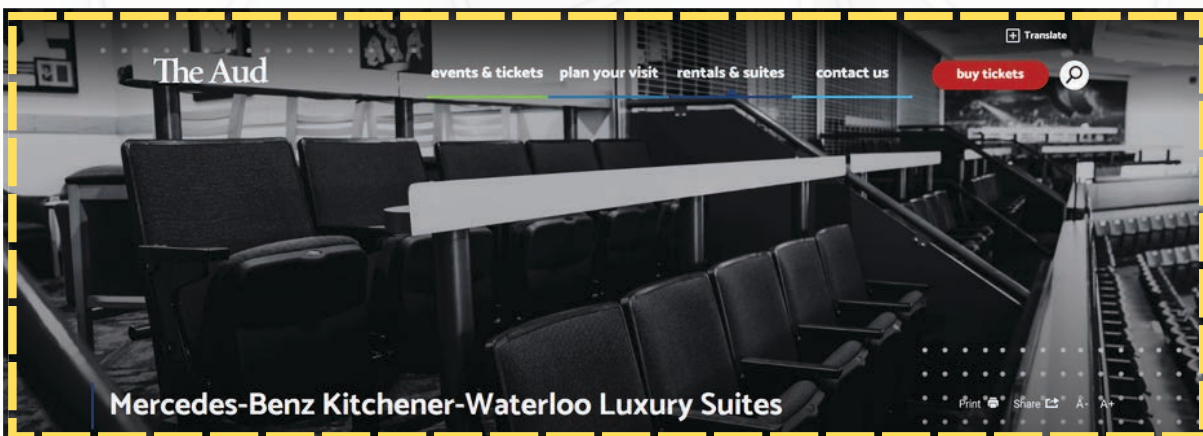
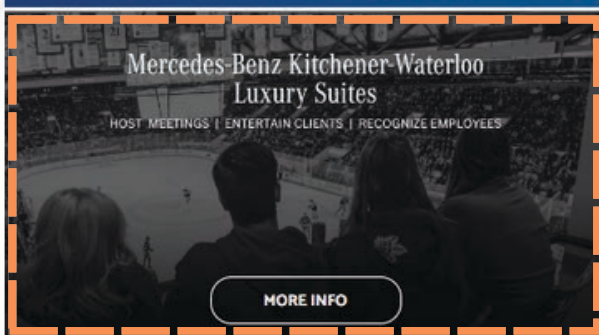
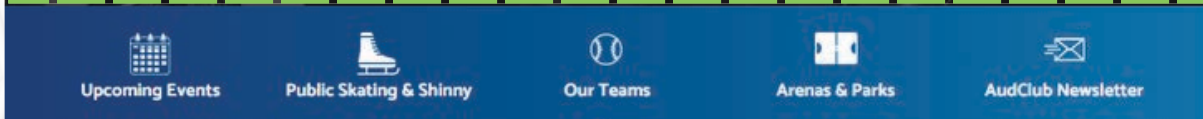


THE AUD

## Event Assets

Aud Website		
Graphic	Size	Graphic Details
Home Page*	1600 x 1041	Picture/Event Logo Only
Landing Page*	1600 x 620	Picture/Event Logo Only
Feature Box*	799 x 480	Picture/Event Logo Only
KW Tickets		
Graphic	Size	Graphic Details
Icon	90 x 90	Picture/Event Logo Only
Icon 2	140 x 140	Picture/Event Logo Only
Large Box	450 x 225	Picture/Event Logo Only
Banner	1200x185	Include Date, Time, Aud Logo
Kitchener Website		
Graphic	Size	Graphic Details
Website Banner	580 x 200	Include Date & Time
K-Hub	550 x 200	Include Date & Time
Featured Event	318 x 335	Inc. Aud logo, date, & time
Kitchener Cal.	424 x 216	Picture/Event Logo Only
Kitchener Cal.2	318 x 335	Picture/Event Logo Only
Upcoming Events	300 x 150	Picture/Event Logo Only
Facebook Event*	1920 x 1005	Picture/Event Logo Only
Digital Signs		
Graphic	Size	Graphic Details
Billboard	640 x 240	Size 30+ font. Include Date & Time
Marquee	1200 x 192	Include Date, Time, Aud Logo
Marquee	1200 x 192	Welcome Message (Event Night)
TV Screens	1920 x 1080	Include Date, Time, Aud Logo
Printed		
Graphic	Size	Graphic Details
Large Poster	30" x 40"	1" Boarder. Include Date & Time
Small Poster	11" x 17"	1" Boarder. Include Date & Time
A-Frame	24" x 36"	Coroplast. 2" Boarder. *If necessary
Static Sign	48" x 96"	This is an additional cost*





Aud Website			
Graphic		Size	Graphic Details
Home Page*		1600 x 1041	Picture/Event Logo Only
Landing Page*		1600 x 620	Picture/Event Logo Only
Feature Box*		799 x 480	Picture/Event Logo Only



Contact

- Nikki Tremblay
- nikki.tremblay@kitchener.ca

Luxury suite rentals

Digital Signs		
Graphic	Size	Graphic Details
Billboard 	640 x 240	Size 30+ font. Include Date & Time
Marquee 	1200 x 192	Include Date, Time, Aud Logo
Marquee 	1200 x 192	Welcome Message (Event Night)
TV Screens 	1920 x 1080	Include Date, Time, Aud Logo

## Marquee



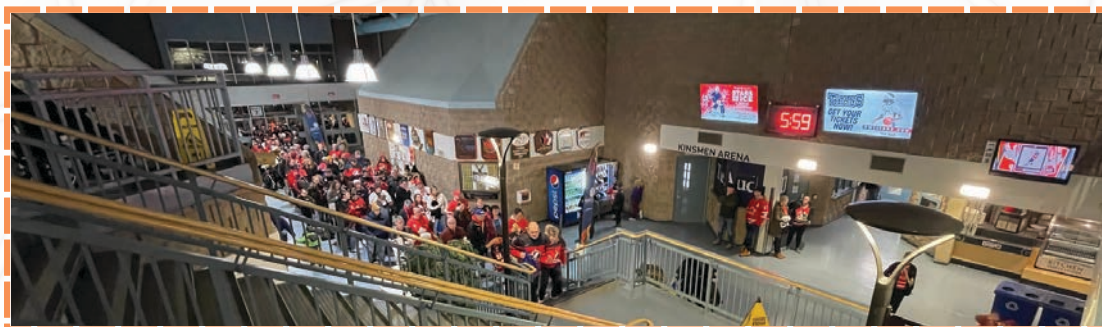
Strategically positioned at both main entrances, these 26' x 4' displays ensure maximum visibility.

## Billboard







Located at Ottawa St. and Highway 7 ramps, this sign offers exposure to over 40,000 vehicles daily.

## TV Screens



Showcase your graphic, video, or brand on large screens in high traffic locations. These screens are located in the foyer of The Aud (3), throughout the concourse level (during events), on the Jumbotron (KR Games) and at two additional community (twin-pad) arenas (4).

KW Tickets			
Graphic		Size	Graphic Details
Icon		90 x 90	Picture/Event Logo Only
Icon 2		140 x 140	Picture/Event Logo Only
Large Box		450 x 225	Picture/Event Logo Only
Banner		1200x185	Include Date, Time, Aud Logo

# KWTICKETS

OPERATED BY CENTRE IN THE SQUARE

Login



## GET YOUR TICKETS NOW!

KWTITANS.COM

The Aud




[Main Group](#) > [Kitchener Memorial Auditorium](#) > [KW Titans Basketball](#)



Enter Promo Code  Go

To purchase accessible seating please contact the box office at 519-578-1570 or 1-800-265-8977. Seating located in the corners of the stands, are behind plexiglass and safety netting.


### KW Titans Basketball 📅



**KW Titans MERCH MADNESS! Buy 2 Games-Get \$25 merch coupon**

FIND TICKETS




Buy tickets to 2 upcoming regular season games for the KW Titans and receive a \$25 merch coupon (one per order). Visit the upper-level merch table at one of the games to receive/redeem your merch coupon. Offer not valid on previous purchases.



**KW Titans MERCH MADNESS! Buy 3 games -Get \$50 merch coupon**

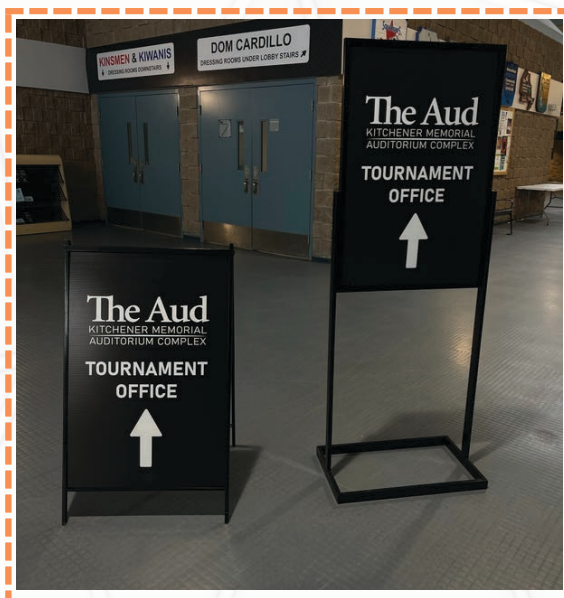
FIND TICKETS

Buy tickets to 3 upcoming regular season games for the KW Titans and receive a \$50 merch coupon (one per order). Visit the upper-level merch table at one of the games to receive/redeem your merch coupon. Offer not valid on previous purchases.

Printed		
Graphic	Size	Graphic Details
Large Poster 	30" x 40"	1" Boarder. Include Date & Time
Small Poster 	11" x 17"	1" Boarder. Include Date & Time
A-Frame 	24" x 36"	Coroplast. 2" Boarder. *If necessary



Large posters can be placed throughout the concourse and foyers. Small posters can be placed in the concourse, washrooms, the box office, and can be distributed to community arenas and pools.



To help with direction and entry, a-frames are encouraged for all events held in *Kinsmen, Kiwanis, Subscribers Lounge, and Viewing Lounge*. These can be printed on coroplast. We will provide the frames.

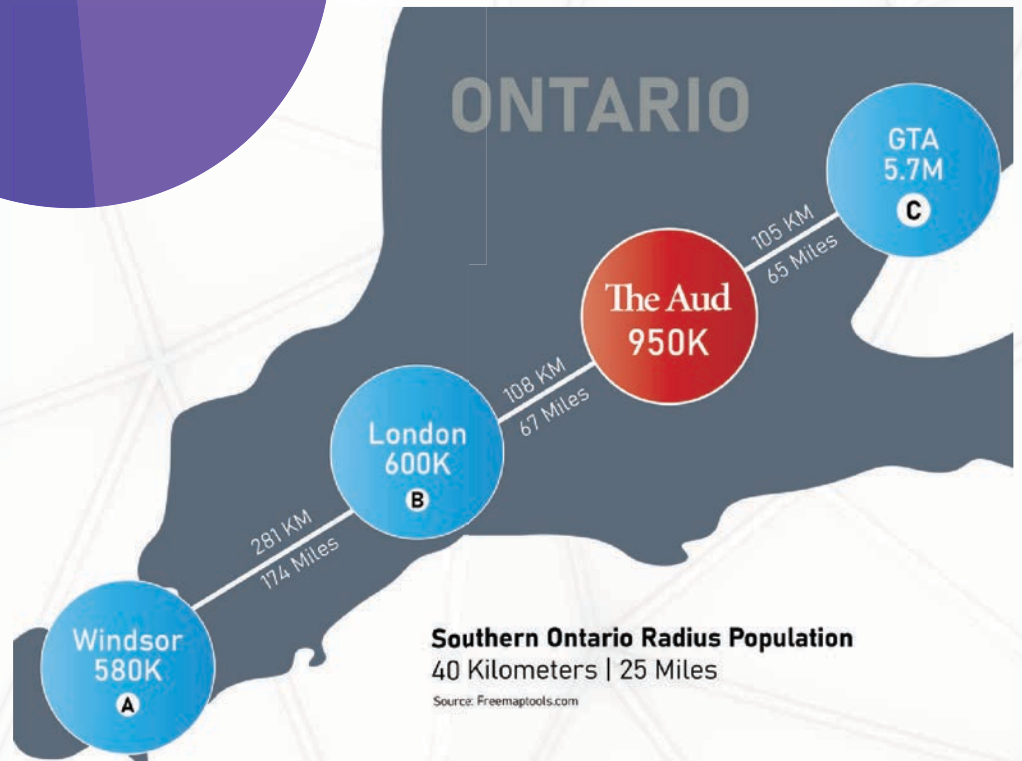
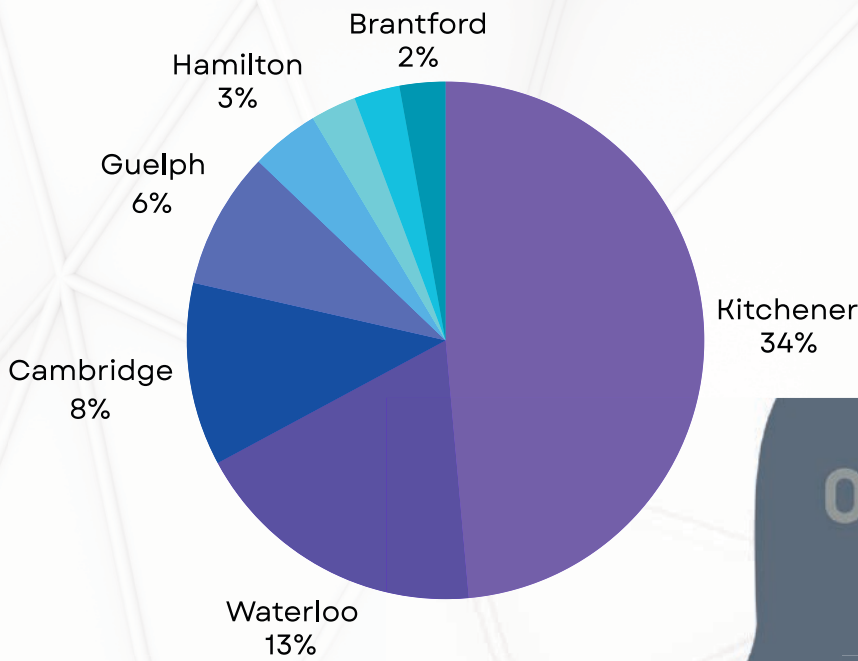
We can also provide the following signs at no cost:

- Event Office
- Tournament Office
- No Re-entry

# Ticket Transaction Data

Based on the transaction data collected over the past three years, we have identified key geographic locations within a **40km radius** that consistently demonstrate interest in purchasing tickets for events in Kitchener.

Most transactions come from Kitchener and the surrounding area. While the remaining % not listed come from parts of the GTA and London.

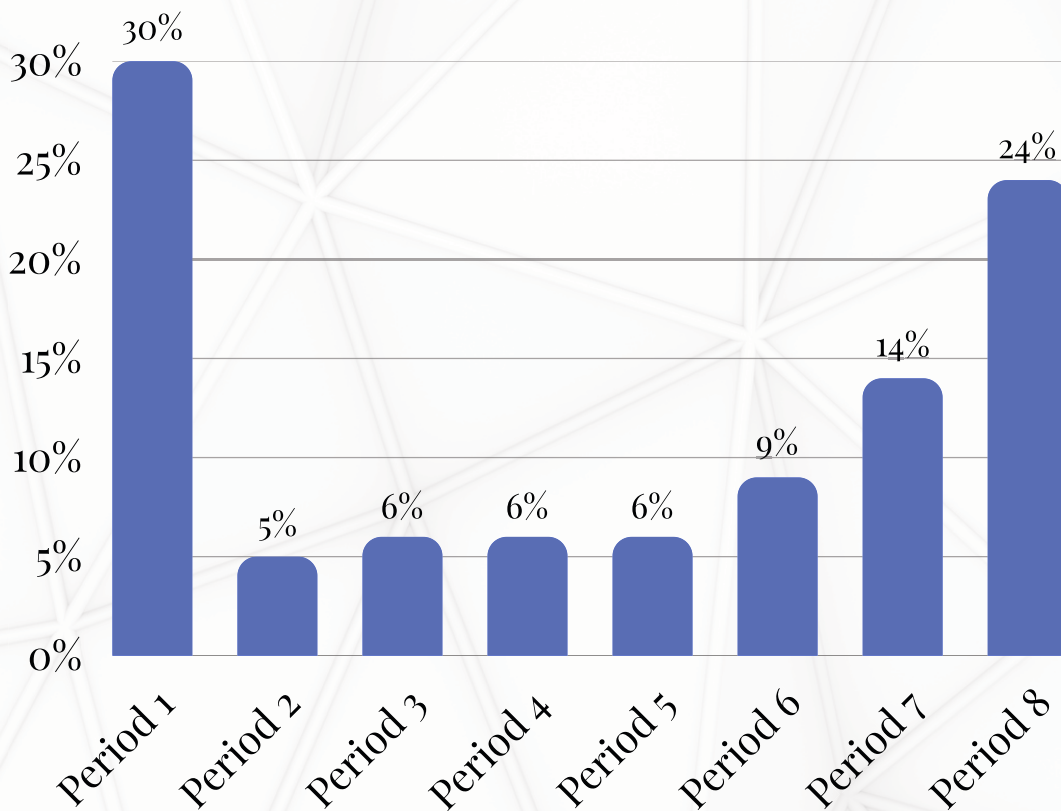


\*\*Please note this is a rough average across all show and event types.

# Ticket Transaction Data

We've analyzed transaction data from on-sale to event date, breaking it down into eight key periods. The results reveal a consistent pattern in customer engagement, with Period 1 seeing the highest volume at 30%.

As the event approaches, we see steady growth, culminating in Period 8, which accounts for 24% of transactions. This breakdown provides valuable insights into purchasing trends, helping us refine our marketing strategies and optimize engagement as we approach future events.



\*\*Please note this is a rough average across all show and event types.

# Additional Assets

Promote your show or event at The Aud with a variety of impactful marketing assets designed to maximize visibility and engagement.



## **Kitchener Rangers Games:**

Promote your event to an average of 6,000 fans per game through in-game promotions, giveaways, concourse signage, and jumbotron features. We can also tap into socials and more. [Example](#)



## **KW Titans Games:**

Reach a distinct audience across 12+ home games annually with promotions, giveaways, concourse signage, and jumbotron displays.



## **Aud Club Newsletter:**

5.5K subscribers. Dedicated announce email, along with numerous promotional emails available.



## **City of Kitchener Social Media Promotion:**

- [Instagram](#): 42.4K followers
- [Facebook](#): 44K followers
- [X \(Twitter\)](#): 87.9K followers



## **Rental Website**

Visit [this site](#) for more resources including logo packages, site maps, seating charts, AutoCAD files, contacts, Jumbotron info, and more!

## **Contact:**

Mat Martin  
mathew.martin@kitchener.ca | 519-504-2649