

UNIVERSITY OF TWENTE.

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 many opportunities for cultural activities on campus. However, as a cultural sector, we always have challenges in reaching the target audience properly and attracting them to the theatre. Good engaging communication can help in this regard. In addition to their own publicity, associations can also receive support in this area from Vrijhof 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 Vrijhof Culture

The association mentions Vrijhof Culture and the University of Twente as sponsors with names and logos on all means of publication, promotion and marketing in which the association goes public as specified in point "Actions Associations". Vrijhof Culture will make a digital version of the logo available via <https://www.utwente.nl/cultuur> and notify associations when changes occur. In addition, it is required to supply materials for the periodic agendas of Vrijhof Culture.

2.2 Promoting Vrijhof Culture

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

3 Making use of Vrijhof Culture's means of communication

3.1 Actions associations

Vrijhof Culture strives to present its entire catalogue of public activities, which includes the performances and public events of the associations. For Vrijhof 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 Vrijhof Culture
- The Quartile Booklet
- Social Media

3.2 Actions Vrijhof Culture

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

- Quartile booklet
- Website [utwente.nl/cultuur](https://www.utwente.nl/cultuur) (NL and ENG)
- Employee portal
- Campusapp

UNIVERSITY OF TWENTE.

DATUM
2024

ONS KENMERK
CFM-Cultuur

PAGINA
2 van 4

- Student Union events calendar
- Social media, namely: [instagram.com/vrijhofculture_utwente](https://www.instagram.com/vrijhofculture_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 Vrijhof Culture

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

n.terheide@utwente.nl

Appendix Styleguide:

Performance/Website of VC

- 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

Quartile Calander:

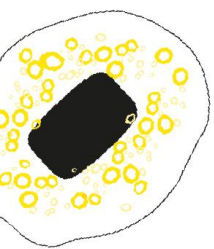
- Apollo will send you a mail with a request for input.
- A short attractive text, both in Dutch and in English. Max. 35/ 40 words.
- An attractive image in landscape format, at least 300 DPI/500kb (print). Image without logos or other texts on it!

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 Vrijhof Culture on Instagram (for story & reels) [@vrijhofculture_utwente](https://www.instagram.com/vrijhofculture_utwente) and use the hashtags in reels and posts: [#VrijhofCulture](#) [#VrijhofVibes](#) [#VrijhofUTwente](#) [#CulturalUmbrellaApollo](#) and of course the # of your own association or performance. This will be done in consideration of the PR planning of the Vrijhof 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

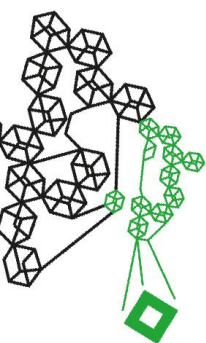
Cultural Ambassador

To raise awareness of culture on campus, we have culture ambassadors. A group of enthusiastic people who care about culture and are happy to commit to Vrijhof Culture. Each association is asked to appoint one (or more) cultural ambassador(s). This will join a pool of ambassadors who will help put culture on the map and assist during performances or other cultural activities. Tasks of an ambassador may include:

- Giving input on cultural program of Vrijhof Culture
- Scanning tickets before a performance
- Meeting the artists and join them at dinner before the performance
- Contribute to open days/ kick-in and open house
- Help distribute quarter calendar and posters on campus
- Being a positive spokesperson about culture in general
- Be willing to take over the Vrijhof Culture Instagram account for a (few) day(s) (during some events or at a particular performance)
- Sometimes go to a try-out performance to see if this could be something for Vrijhof Culture
- Participate in an ambassadors' meeting four times a year

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 the Vrijhof.



Format website Vrijhof Culture

WEBSITE CULTURE | INPUT NEEDED

NEED TO KNOW:

language of show

extra dates

- Vrijhof Cultuur
- Agenda
- Nieuws archief
- Voorstellingen
- Deelname Kunst
- Gebeurtenis
- Cultuurvoorzijgen
- Faciliteiten
- Over Vrijhof Cultuur
- Contact
- FAQ

TITEL

NAME ARTIST

DATE & TIME FROM/TILL

SUBTITLE (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

UNIVERSITY OF TWENTE. (17) / Vrijhof Cultuur | Agenda | Voorstelling: Burnt Sugar

VRIJHOF CULTUUR

Home / Vrijhof Cultuur

Agenda

Nieuws archief

Voorstellingen

Deelname Kunst

Gebeurtenis

Cultuurvoorzijgen

Faciliteiten

Over Vrijhof Cultuur

Contact

FAQ

VOORSTELLING: BURNT SUGAR
CULTUURVERENIGING NEST
THEATERLAB

© dondag 10 mei 2024 20:00 - 22:00

MYSTIEKE ABSURDITEIT EN GEAARDE OPRECHTHEID

Een verhaal over vasthouden en loslaten, over degenen van wie we houden en degenen die we niet houden. Wanneer Karna terugkomt van een lang verblijf in het buitenland, wordt ze opgewacht door een naarhuldig van-afcentrale familieleden. Maar "hallooi terug" heeft voor ons niet alleen kennis de onbegrijpelijkheid van de wereld omringt. Het is ook de manier waarop we met deze wereld omgaan om te gaan en besluit een gokje te wagen. Die toch al gemiddelde familie draagt te ontdekken een golf van oude vrees, sombere gevoelens, onzekerheid geboden en de bouw van een toekomst.

In "The Worst One Yet" en "Flash Start: A Spoken Show" heeft Theaterlab terug met een geheel nieuwe poging om te leren tussen mysterie absurditeit en geaarde oprechtheid. Theaterlab - een hechte groep studenten onder leiding van Julia de Klerk en Jasper Koster - is enthousiast om het resultaat van een jaar zwijgen, zinnen en alomtegenwoordige te laten zien.

Deze voorstelling draait ook op 17 mei om 20:00 uur en op 18 mei om 19:00 uur.

PRIZEN

Studenten met UnionCard	€ 6,50
Anderen	€ 8,-

VOORSTELLING: BURNT SUGAR
CULTUURVERENIGING NEST
THEATERLAB

BESTELLEN

