

Hanger Farm Marketing Packages

What We Offer Every Show (for Free)

All shows at Hanger Farm benefit from the following standard promotional support:

- Listing on our website's 'What's On' page and homepage feed
- Inclusion in our seasonal printed brochure (where applicable)
- Poster display within the Hanger Farm venue
- Monthly "What's On" social media post (pinned to the top of our feed)
- Listing added to our Facebook events page

Please note: Due to the high volume of shows in our calendar, we are unable to guarantee inclusion in local print ads, Meta ads, or regular social media posts for every show. These opportunities are included where relevant and space allows.

1. Essentials Package – £50

- 1 x organic social post (Facebook & Instagram)
 - Video or static image
 - Preferably no text on image (these don't get much engagement)
 - Video format: 1080x1080 or 1920x1080
 - Collaboration post so this appears for both audiences
- Feature in Hanger Farm's monthly "What's On" email
- Optional: Poster printing (artist provides artwork – print & design fees apply)

2. Spotlight Package – £100

- 2 x organic social posts
 - Video and/or static image
 - Preferably no text on image (these don't get much engagement)
 - Video format: 1080x1080 or 1920x1080
 - Collaboration posts so this appears for both audiences
- Dedicated solus email to our mailing list (limited slots available– book early!)

- Inclusion in our press release 'What's on' round-up
- Optional: Ticket giveaway campaign with Hanger Farm's social followers

3. Amplify Package – £150

- 1 x Meta ad (Facebook & Instagram)
 - You set the budget and we match the initial £30.
 - We target audiences based on your show category.
 - Video or static image
 - Preferably no text on image (these don't get much engagement)
 - Video format: 1080x1080 or 1920x1080
- 2 x organic social posts
- Dedicated solus email to our mailing list (limited slots available– book early!)
- Inclusion in our press release 'What's on' round-up
- Optional: Ticket giveaway campaign with Hanger Farm's social followers

Please note:

- Packages are optional and flexible—choose what suits your goals.
- We recommend running Meta ads at least one month before your show date as this gives it time to adjust its algorithm.
- Solus email slots are limited monthly—**early booking is essential.**
- Giveaways help increase engagement and reach, especially on social media. If you do choose this option, we can discuss finer details and giveaway options.

At Hanger Farm, we're proud to be more than just a venue—we're a creative community hub and a social enterprise supporting people with learning disabilities. Any contributions towards marketing not only helps boost your show's success but also supports our ongoing mission to make the arts inclusive, empowering, and accessible to all. Let's work together to make your show a success!



Hanger Farm

Aikman Lane, Totton, SO40 8FT

Tel: 023 8066 7683

Registered charity number 1053319

Company no: 03149116 / VAT no: 287 5996 22

If you'd like to discuss our marketing packages or different ways you can help promote your show, please get in touch with Nicole –
nicole.venn@minsteadtrust.org.uk