



MARQUEE SET-UP

Please return completed application to:
 Maria Sahakian, Marketing & Events Manager
 116 West California Ave., Glendale, CA 91203
 Tel: (818) 243-2611 ext. 16 Fax: (818) 241-2089

Event Information:

Please Print Clearly

Title of Event	Date(s)	Time(s)
Producer / Organization		
Contact Name	Daytime Telephone Number	

Please complete this form if you wish to designate the wording that will be used to promote your performance or event on the Alex Theatre marquee.

Marquee Policy:

The Alex Theatre maintains the following policy regarding the listing of performances and events on the theatre marquee. A copy of the *Marquee, Poster Cases and Printed Material Distribution* policy is available from the Marketing & Events Coordinator.

- The western marquee panel (facing Brand Blvd.) is used to inform the public of the next four (4) upcoming events. Only events with tickets for sale at the box office will be guaranteed placement on the upcoming event marquee panel.
- The northwest (facing Kinko's) and southwest (facing Wilson) marquee panels are used to inform the public of an event on the day of the event. The marquee is updated prior to 9:00 a.m. on the morning of the event. On days when there is more than one scheduled event, the marquee will be updated with the second event after the first event begins.
- When there are more than three (3) days before the next event, the northwest marquee panel will be used to list the next two (2) scheduled events. The southwest marquee panel will be used to promote other upcoming events or promotions as determined by the Alex Theatre. The southwest marquee panel will be updated to list the next upcoming event two (2) days prior to the day of the event.
- The interior forecourt marquee panel is reserved for the exclusive use of the Alex Theatre.
- Unless a completed Marquee Set-Up form is received from a Licensee no later than fourteen (14) calendar days prior to a scheduled event, the Alex Theatre will determine the best wording for the theatre marquee. The Alex Theatre shall have the final approval of any wording to be placed on the theatre marquee and under all circumstances reserves the right to edit, delete, change, or refuse artwork, wording, or any items to be displayed on the theatre marquee panels.

Available Marquee Letter Styles and Spacing Limitations

One Line High Black	approximately 38 letters/spaces per row (1-High Black)
One Line High Red	approximately 38 letters/spaces per row (1-High Red)
Two Lines High Red	approximately 22 letters/spaces per row (2-High Red)
Three Lines High Red	approximately 14 letters/spaces per row (3-High Red)

Day of Event Marquee Listing

	<i>Size/Color</i>
1	←
2	←
3	←
4	←
5	←

Upcoming Event Marquee Listing (approximately 28 letters/spaces)

1	Date of Event	← REGULAR BLACK
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