

Cobb Energy Performing Arts Centre

Promoter Guide





WELCOME TO COBB ENERGY PERFORMING ARTS CENTRE

Cobb Energy Performing Arts Centre is a world class, state-of-the art performance venue. The theatre is designed as a multi-purpose venue with various orchestra pit configurations that will accommodate a broad range of potential users, from opera and Broadway shows to comedy acts, TV productions and popular music concerts.

2800 Cobb Galleria Parkway Atlanta GA. 30339
www.cobbenergycentre.com

Cobb Energy Centre opened in September 2007 and has hosted over 3,800 events and 3.8 million guests for concerts, comedians, opera, ballet, awards shows and educational programming.

The venue is the only fully-seated proscenium stage theatre in the 2,000-3,000 seat range in metro Atlanta making it an ideal choice for many performers.

It's location in northwest Atlanta inside I-285, across from The Battery, make it accessible to 6.6 million people within 50 miles. New promoters must complete and return the venue booking application to be considered. We look forward to working with you to make your show a success.

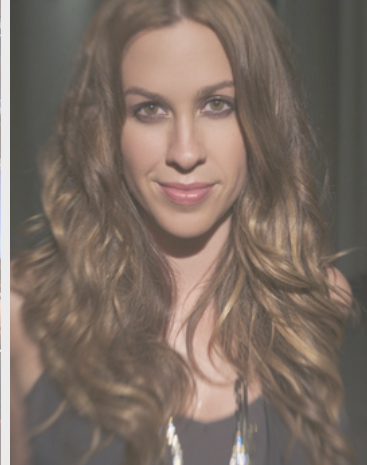
Sincerely,

*Tom Rowland
Director of Marketing and Booking*

2-foot-thick concrete walls surround the theatre, improving sound quality

With 99 moving pipes, the theatre's flyrail system enables complex and adaptable stage designs

We have the lowest sales tax in the state of Georgia at 6%



YOUR CONTACTS

Director of Marketing and Booking

Tom Rowland - trowland@cobbenergycentre.com

Marketing and Communications Manager

Nicole Togliatti - ntogliatti@cobbenergycentre.com

Director of Production

Avary Don - adon@cobbenergycentre.com

Technical Director

Gage Gilmore - ggilmore@cobbenergycentre.com

Production Manager

Dave Ragsdale - dragsdale@cobbenergycentre.com

Director of Operations

Jamie Wheeler - jwheeler@cobbenergycentre.com

House Manager and VIP Contact

Angie McManus - amcmanus@cobbenergycentre.com

Box Office Manager

Russel Kennedy - rkennedy@cobbenergycentre.com

Box Office Assistant Manager

Brian Holman - bholman@cobbenergycentre.com

Public Safety Manager

Terrance Burnam - tburnam@cobbgalleria.com

Contract and Settlement Manager

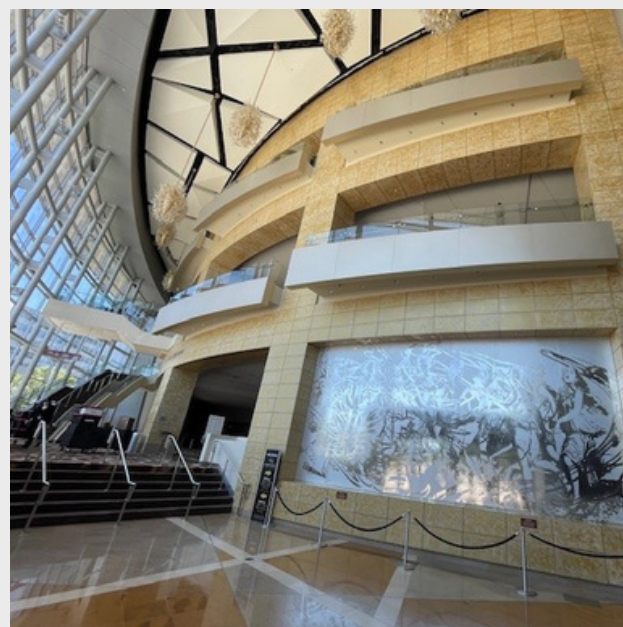
Amanda Wilkins - awilkins@cobbenergycentre.com

Director of Food and Beverage

Bassem Maarouf - Bmaarouf@cobbgalleria.com

Merchandise

Alison Jordan - Ali33jord@gmail.com



**2800 Galleria Parkway
Atlanta GA 30339**



ATLANTA Georgia



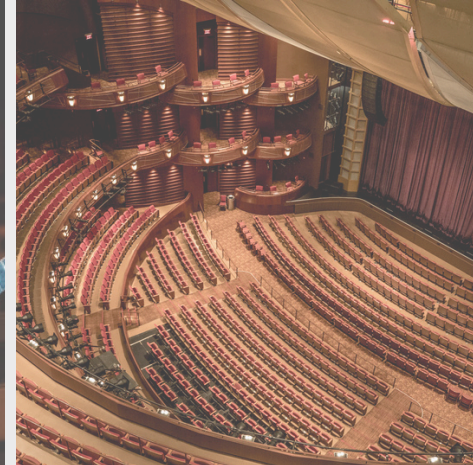
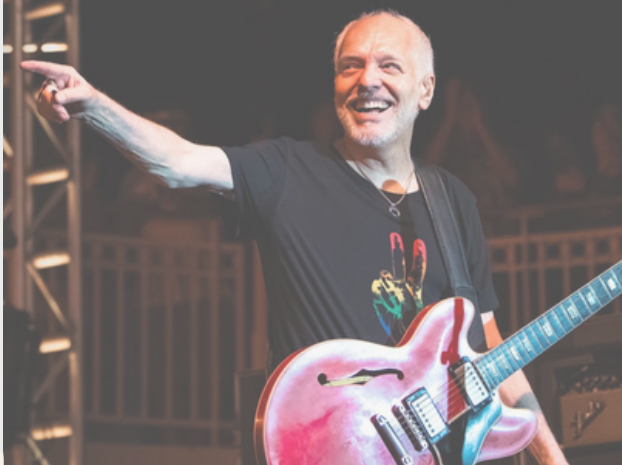
Locations shown are approximate and not to exact scale

Population Radius

25 miles: 3,400,000
50 miles: 6,600,000
100 miles: 9,300,000
150 miles: 16,000,000

Major Cities

Atlanta	Lawrenceville
Alpharetta	Mableton
Decatur	Roswell
Duluth	Sandy Springs
Dunwoody	Smyrna
Johns Creek	South Fulton
	Suwanee



VENUE INFORMATION

CAPACITIES

THEATRE 2,750
BALLROOM 10,000 Sq. ft.

PARKING

Deck 700 spaces
Flat lot 300 spaces

BACK OF HOUSE

14 DRESSING ROOMS
WARDROBE ROOM
WIG ROOM
WASHERS & DRYERS
GREEN ROOM
CARPENTRY SHOP
ELEPHANT DOORS
LOAD IN CAPACITY: Enclosed.
4 trucks, 3 buses with shore power

TICKETING

ALL TICKET SALES THROUGH
TICKETMASTER

THEATRE HIGHLIGHTS

MEYER SOUND SYSTEM
SOUND CURTAINS
PIANO STEINWAY D FULL GRAND
FLEXIBLE PIT, THEATRE LAYOUT
FLEXIBLE STAGE SQ. FT.

SERVICES

RUNNERS
MARKETING SUPPORT
Email (40% AVG OPEN RATE),
social media, advertising
EMTS, POLICE SUPPORT
EVLV TECHNOLOGY: SECURE
EFFICIENT INGRESS FOR THOUSANDS

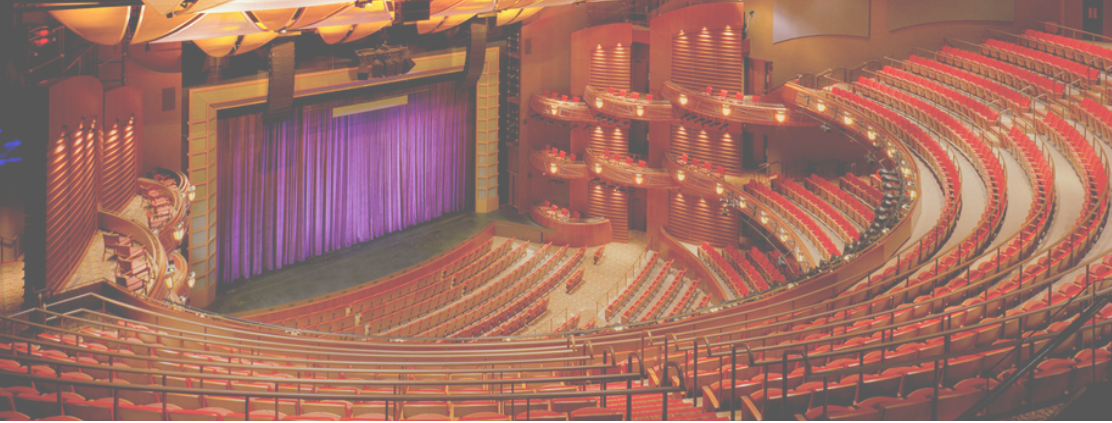
RESOURCE LINKS



[Tech packet](#)

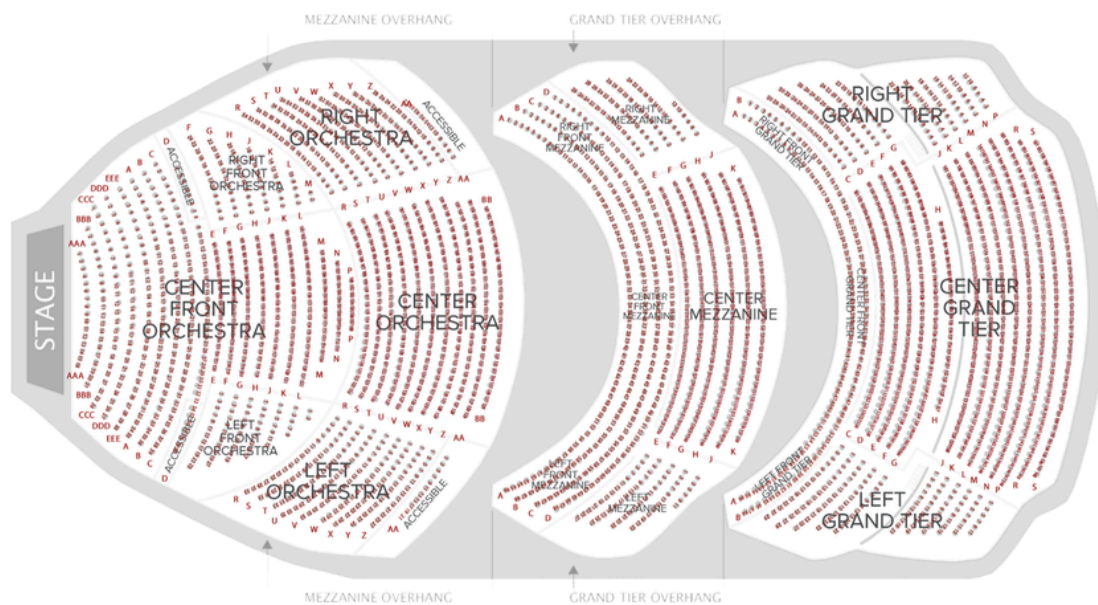


[Application & Rate Sheet](#)



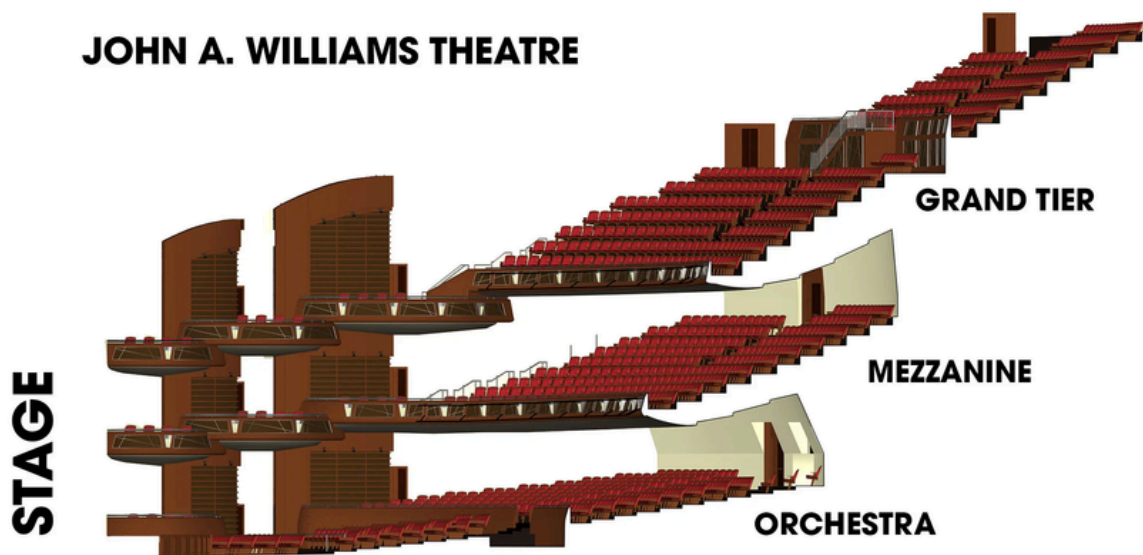
THEATRE SEATING

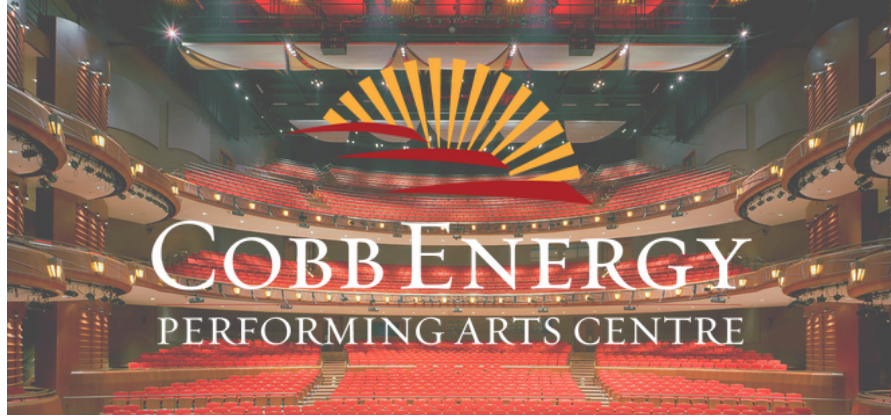
Total Capacity 2,750



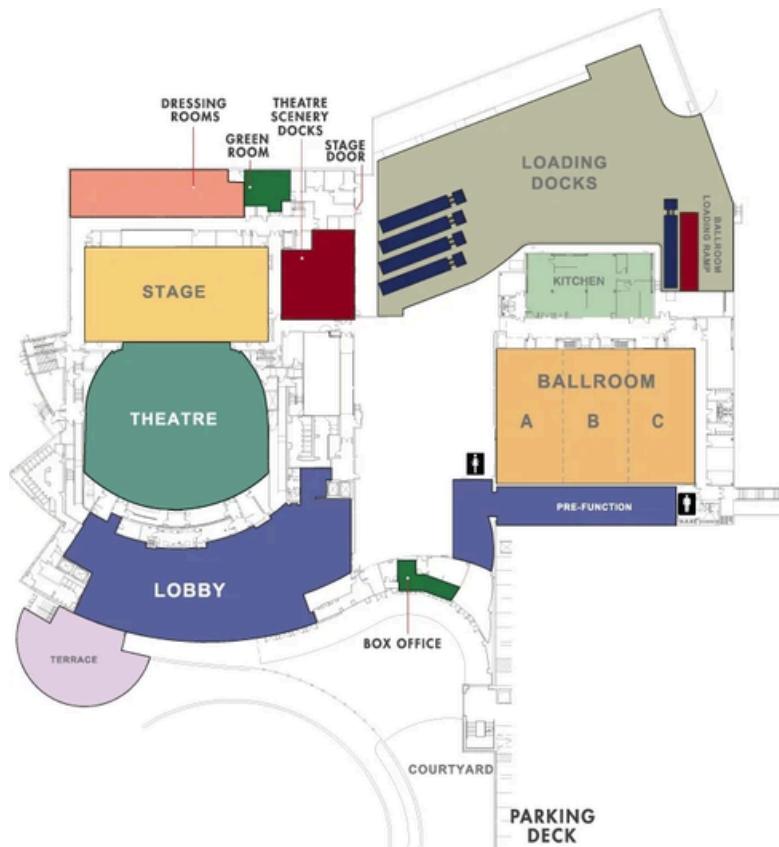
Orchestra Capacity: 1,154 to 1,173 depending on mix/orchestra pit
 Mezzanine Capacity: 620
 Grand Tier Capacity: 961

JOHN A. WILLIAMS THEATRE





Property MAP



Property STANDOUTS



- Easy highway access, ample on-site parking, proximity to The Battery, Truist Park (home of the Atlanta Braves), nearby dining and lodging options offers a complete entertainment experience in one location.
- Our enclosed loading dock can handle four trucks and three buses, featuring level access to the stage and available shore power.
- Our secured gate leading to the back of house is conveniently located near the interstate for quick and efficient access.
- Our theatre fly rail system is extremely versatile. We have 99 moving pipes across the entire stage. This makes adapting a show in our space very easy.
- Our upgraded video system includes a Birddog NDI setup with patchable 12G SDI available throughout the stage and main production areas.
- Our mix position is optimally placed, avoiding the balcony obstructions found in some theaters and ensuring superior sound clarity.
- Our Evolve security screening system efficiently processes over 2,000 patron entries with fast, reliable entry.
- We provide visiting show personnel with key security and safety information in advance to ensure they are prepared and compliant upon entering the facility, helping to prevent delays in on-site operations.
- We have the lowest sales tax in the state of Georgia. (6%).

MARKETING MEDIA KIT

TOM ROWLAND, DIRECTOR OF MARKETING & BOOKING

TROWLAND@COBBENERGYCENTRE.COM - (770) 916-2804

NICOLE TOGLIATTI, MARKETING AND COMMUNICATION MANAGER

NTOGLIATTI@COBBENERGYCENTRE.COM - (770) 916-2923

DISPLAY

72 DPI

EXTERIOR MARQUEE*
720X342

THEATRE LOBBY*
1920X1080

WEBSITE EVENT PAGE*
1250X610

WEBSITE THUMBNAIL
590X590

SOCIAL MEDIA
1080X1080, 940X788

VIDEO :15, :30
1920X1080, 16:9 LANDSCAPE

EMAIL

72 DPI

GENERAL CREATIVE	600X800
KBYG CREATIVE	600X300
VIDEO :15, :30	1920X1080 16:9
1 - 39,000	\$250
40,000 - 99,999	\$350
100,000 +	\$450

OUR AVERAGE OPEN RATE IS 40%.
EMAILS ARE TARGETED TO SHOW
AUDIENCE DEMOGRAPHICS.

PRESS

**PRESS RESEASES CAN BE SENT AT THE
REQUEST OF THE PROMOTER**

PRINT

BOX OFFICE POSTERS \$59.98 **24"X70"**
200 DPI
LOCATED AT THEATRE/BALLROOM
ENTRANCE

PLEASE PROVIDE SHOW:

TITLE
DATE/TIME
DESCRIPTION
PRE SALE, ON SALE DATES/TIMES
VIP INSTRUCTIONS

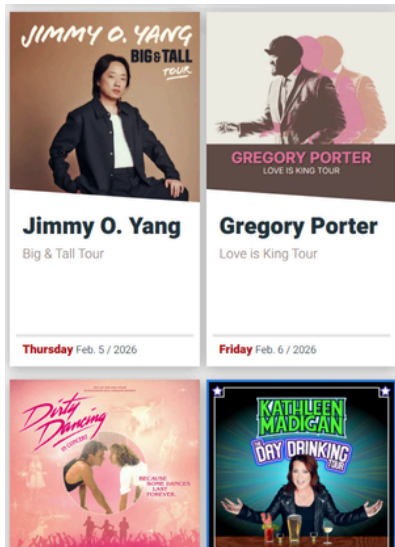
* LOBBY, MARQUEE AND WEBSITE CREATIVE DO NOT NEED VENUE NAME OR TICKETING INFO. COPY ON MARQUEE FILES SHOULD BE LARGE AND LIMITED. PSD. LAYERED FILES ARE APPRECIATED. OUR MARQUEE IS LOCATED ON 175 NORTH/SOUTH. EST. 600,000 MONTHLY IMPRESSIONS.

WWW.COBBENERGYCENTRE.COM

11.25

WEBSITE EVENT THUMBNAIL AND PAGE

590X590

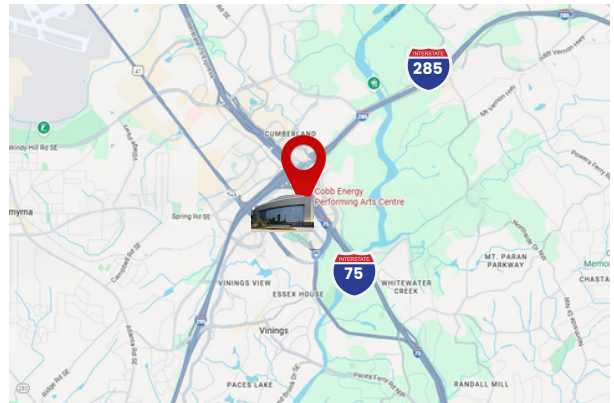


1250X610



ONLY THE IMAGE IS NEEDED FOR
THESE CREATIVE LOCATIONS. OUR
WEBPAGE PROVIDES THE DETAILS.

MARQUEE ESTIMATED 600,000 MONTHLY IMPRESSIONS



NORTH



SOUTH

FREQUENT QUESTIONS

WHAT IS THE CORRECT VENUE NAME FOR ADVERTISING?

COBB ENERGY PERFORMING ARTS CENTRE OR COBB ENERGY CENTRE

WHAT IS YOUR MAILING ADDRESS?

2800 COBB GALLERIA PARKWAY
ATLANTA, GA 30339

WHERE DO PEOPLE BUY TICKETS?

- WWW.TICKETMASTER.COM
- WWW.COBBENERGYCENTRE.COM
- OUR BOX OFFICE OPENS THE DAY AND EVENING OF PERFORMANCES

ARE YOU ABLE TO LOCALIZE YOUR OWN GRAPHICS FROM A LAYERED PSD FILE?

YES. WE TYPICALLY CAN.

ARE YOUR EMAILS TARGETED?

YES. WE HAVE A LARGE LIST OF SUBSCRIBERS AND CAN SEGMENT THEM BY AGE, REGION, AND SHOW INTEREST. OUR EMAILS HAVE A 40% UNIQUE OPEN RATE AVERAGE.

CAN YOU ADD CO-HOSTS TO FB EVENTS?

YES. TICKETMASTER AUTOMATICALLY GENERATES A FB EVENT AND WE CAN ADD CO-HOSTS. PLEASE PROVIDE US WITH YOUR ACCOUNT INFORMATION SO WE CAN DO SO.

CAN YOU BOOST FACEBOOK POST(S)?

YES. PLEASE PROVIDE TARGET DEMO, DATES, BUDGET AND CREATIVE. THIS WILL BE BILLED AT SETTLEMENT.

WHAT IS THE AVERAGE DISTANCE YOUR AUDIENCE TRAVELS TO YOUR VENUE TO SEE A PERFORMANCE?

50 MILES ON AVERAGE BUT WE COVER THE ATLANTA DMA.

DOES YOUR VENUE HAVE A GROUP TICKET SALES MANAGER?

WE DO NOT HAVE A GROUP TICKET SALES MANAGER

DO YOU HAVE ANY MEDIA OUTLETS YOU COULD RECOMMEND?

YES. PLEASE SEND US YOUR TARGET DEMOGRAPHICS AND WE WILL DIRECT YOU.

SHOULD I SEND VIDEOS AND MORE CREATIVE?

YES. YOUR EVENT PAGE IS ABLE TO SUPPORT VIDEO. PLEASE SEND VIDEO FILES OF THE ARTIST FOR USE ON YOUR EVENT PAGE AND ON SOCIAL MEDIA.

PROVIDING FRESH CREATIVE, VIDEOS, ARTICLES, OR PLAYLISTS (APPLE, SPOTIFY, ETC.) THROUGHOUT THE SALES CYCLE HELPS KEEP YOUR SHOW FRONT OF MIND WITH OUR PATRONS AND DRIVES CONTINUED ENGAGEMENT.

11.25



[Application & Rate Sheet](#)



[Tech packet](#)