



PITTSBURGH CULTURAL TRUST

Digital Marketing Packages Nonprofits

Thanks for choosing the Pittsburgh Cultural Trust to host your next event. Below is a breakdown of digital marketing offerings based on various packages. Please note, in order to fulfill offerings, assets will need to be provided.

	FREE	STANDARD (\$400)	PREMIUM (\$800)
Event page & calendar listing on TrustArts.org	✓	✓	✓
Inclusion in one Newsletter (260k contacts)	✓	✓	✓
Co-hosted Facebook event page	✓	✓	✓
One Instagram collaborative post	✓	✓	✓
Possible inclusion in themed emails	✓	✓	✓
Targeted presale or onsale emails (15k + contacts)		✓	✓
Retarget email		✓	✓
Facebook and Instagram post		✓	✓
Facebook event engagement post			✓
Week-of story feature on Instagram			✓
Three additional posts on Facebook or Instagram			✓
VIP push if applicable			✓
Additional email support (newsletters, targets, etc.)			✓