



YOUR DISCOUNTED EVENT TICKETS

MARKETING TOOLKIT





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MARKETING COPY

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.

MINI

[Your Discount Program Name Here] Events – Your ticket to the best shows, concerts, and sports games for less!

SHORT

[Your Discount Program Name Here] Events – Your ticket to the best shows, concerts, and sports games. Enjoy exclusive discounts, no service fees, and unforgettable experiences!

MEDIUM

Ready for an unforgettable experience? As a member of [Add Your Discount Program Name Here], you can enjoy exclusive event discounts and no service fees on the hottest theater performances, music concerts, and sporting events of the year. Get your tickets at [Add Your Discount Program Travel Site URL Here]!

LONG

Get ready to make memories that steal the show! With [Your Discount Program Name Here] Events, you’ll enjoy exclusive savings on the year’s must-see music concerts, Broadway performances, sports games, comedy shows, and so much more. The best part? No service fees when you purchase tickets through us. Get started at [Add Your Discount Program Travel Site URL Here], sign in, click “Events”, and search by artist, team, or venue.





SOCIAL MEDIA IMAGES

These images are perfect for Facebook, Instagram, and other social channels. Two images sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

1080x1920

1200x630

1080x1080

1080x1350

1015x1350

1080x566

Download Images



Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own event ticket savings promotions.

Download Raw Images

WEB & EMAIL BANNERS

The banners we’ve created can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

EMAIL BANNER SIZES:

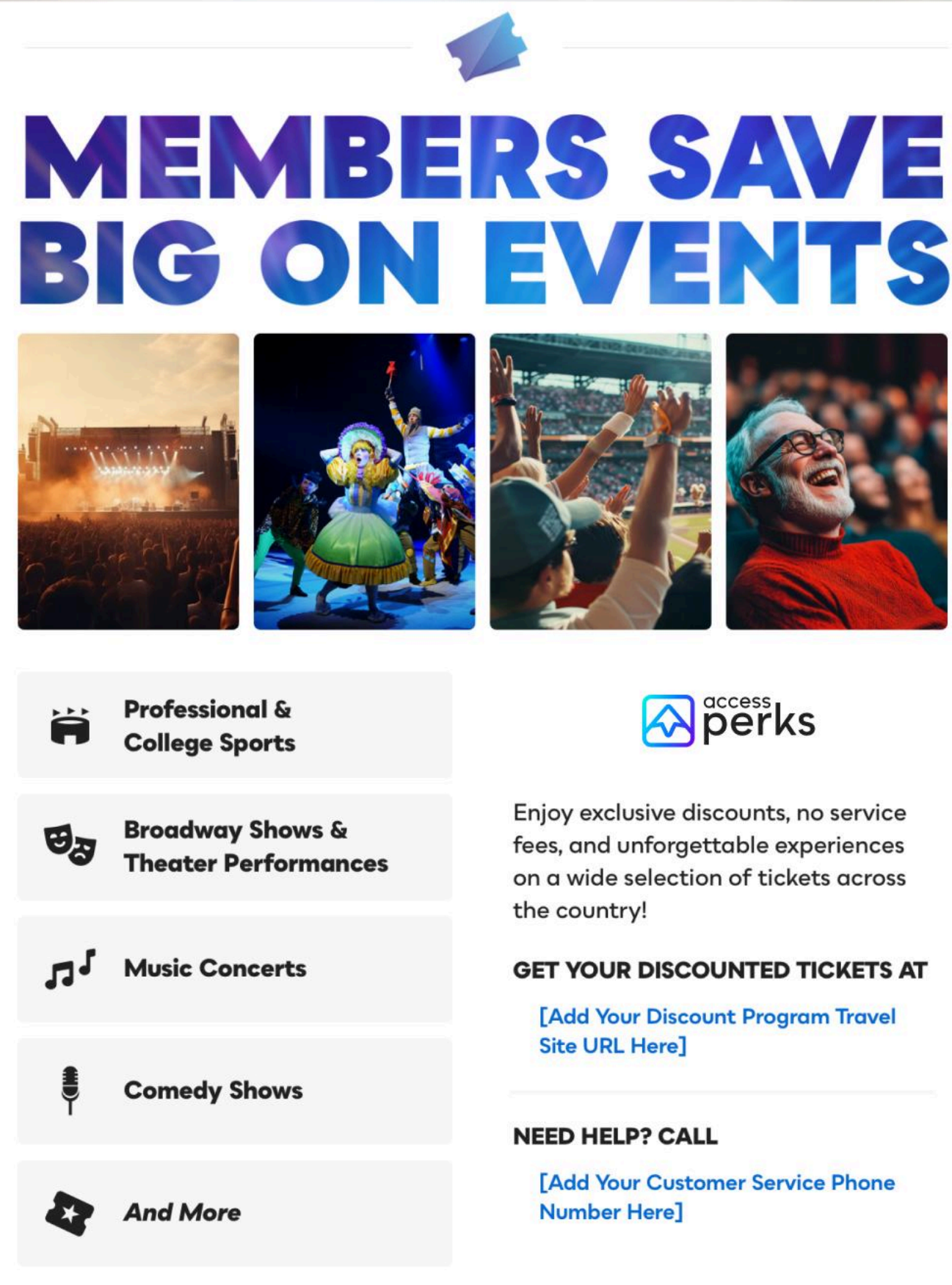
600x200 | 300x288

WEB BANNER SIZES:

160x600	300x600	640x100	770x1260	1500x1000
200x200	420x250	650x300	1170x500	1600x800
242x463	458x720	700x400	1208x744	1880x360
300x175	468x60	716x130	1272x792	2400x1350
300x250	600x400	728x90	1500x500	

Download Banners





DIGITAL / PRINT FLIER

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using, don't forget to customize it with your program information, so your audience knows where to go to get their savings. Two versions of the flier are included. One that has room to add your logo and one that includes the Access Perks logo.

GET YOUR DISCOUNTED TICKETS AT

[Add Your Discount Program Travel Site URL Here]

NEED HELP? CALL

[Add Your Customer Service Phone Number Here]

Download Flier

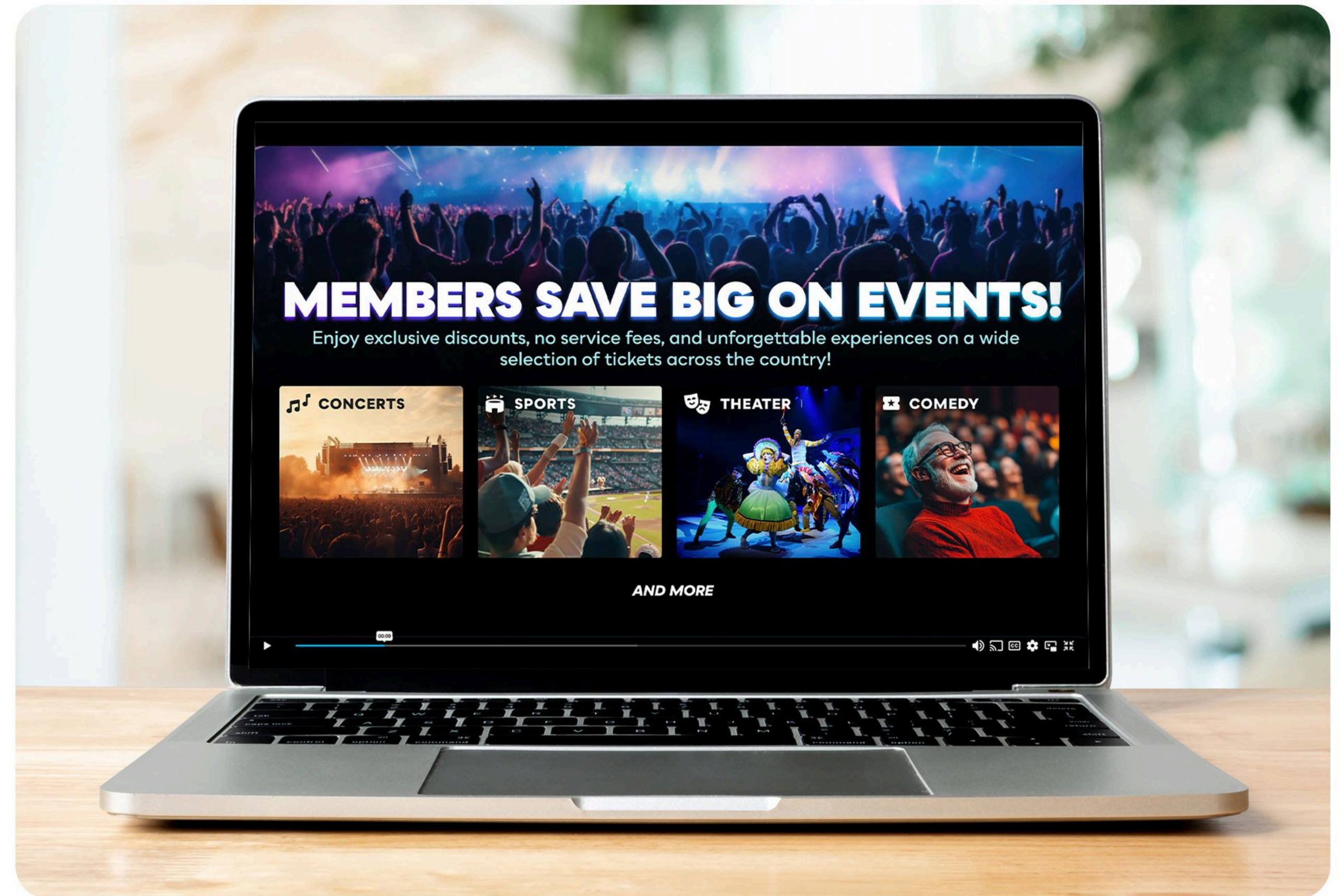
PowerPoint Slide

The designed slides can be easily added to any PowerPoint presentation. You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, new employee orientations, and more.

16:9

4:3

Download Slide





EMAIL HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

Download Email HTML



Don't hesitate to reach out to your CMS (Client Marketing Specialist) if you have any questions. If you don't know who your CMS is, call our customer service number and they can find out for you at **1-877-408-2603**.

