



## Cleland Theatre Official Welcome

Welcome to the Cleland Theatre! We are thrilled you booked an event in the beautiful City of Penticton, and that you've chosen us as the venue. We can't wait to collaborate with you to make it an extraordinary experience.

Our team at the City of Penticton is ready to assist you at every step. Please take a moment to review the information, requirements, and options outlined in this document. Should you have any questions, contact the Recreation Clerk at the email below. We look forward to helping you create a successful and memorable event at the Cleland Theatre.

**Requirements for the City of Penticton: Please complete the following information and return to [clelandtheatre@penticton.ca](mailto:clelandtheatre@penticton.ca)**

Information for placing a hold:	Information for confirming your event:
Company Name:	Event Name:
Date(s):	Event Date:
Main Contact Person (first & last name):	Time Doors Open:
Phone Number:	Event Start Time:
Email Address:	Length of Event in minutes:
Mailing Address:	Load In Time: Load Out time: <i>Additional fees when outside of regular Community Centre hours</i>

A \$300 booking deposit is required to secure your booking and must be paid when your contract has been firmed and signed.

Initial



## Valley First Tix Box Office Information

Ticketing for the Cleland Theatre in Penticton is managed by the Valley First Box Office. Valley First is a full-service ticketing provider for the South Okanagan Events Centre, Penticton Vees, Penticton Trade and Convention Centre and Cleland Theatre in Penticton, BC.

### What does Valley First do for your event at the Cleland Theatre?

Presales, promo codes, sales reports and online and in person ticket sales we do it all! Our team will work with you to build everything to sell tickets for your event.

### Where will my tickets be sold?

Tickets are sold online at [www.ValleyFirstTIX.com](http://www.ValleyFirstTIX.com) where customers can purchase tickets any day of the week any time of the day and in person at the Valley First Box Office (located at Gate 1 of the South Okanagan Events Centre) Monday to Friday 10:00 am – 4:00 pm. Tickets can also be sold at the door of your event for an additional fee.

### How will I receive the funds from ticket sales?

All funds collected are managed by the Finance Department at the South Okanagan Events Centre. Once the event is over, a settlement is generated and funds are delivered either via wire transfer or cheque in 5-10 business days.

### When will we start?

Once your date is confirmed, you will receive an “On Sale Checklist” to submit to Valley First Box Office. When this form is completed and submitted to the Box Office Manager, the process will begin. Please allow for 5 business days once started, before going on sale

### Who do I contact?

Matthew Quick  
Box Office Manager at Valley First Box Office  
250-276-2146  
[matthew.quick@penticton.ca](mailto:matthew.quick@penticton.ca)

## Cleland Theatre Marketing Information

### Free Marketing Options:

The following links are local news and information outlets with event calendars, ad options, etc.

- [City of Penticton](#)
- [Castanet](#)
- [Info News](#)
- [Visit Penticton](#)
- [Penticton Now](#)
- [Penticton Herald](#)
- [Penticton Western News](#)
- [Local Radio Move 97.1](#)

### Paid Marketing Options:

#### City of Penticton Poster Delivery:

1-25 = \$32.81

26-50 = \$65.63

51-75 = \$98.44

76-100 = \$131.25

#### E-mail blasts:

*Penticton Cleland Theatre clients e-mail blasts are not available currently due to a restructuring of the program. We apologize for any inconvenience this has caused.*

#### Print and Radio:

- [Penticton Herald](#)
- [Penticton Western News](#)
- [Local Radio Move 97.1](#)
- [Local Radio New Country 100.7](#)