



**NEAL S. BLAISDELL CENTER and WAIKIKI SHELL**  
**Blaisdell Center Marketing Guidelines**

Please provide the following and submit to [blaisdellinfo@honolulu.gov](mailto:blaisdellinfo@honolulu.gov):

▪ **EVENT INFORMATION**

- Name: \_\_\_\_\_
- Date: \_\_\_\_\_
- Description of Event: \_\_\_\_\_  
\_\_\_\_\_
- Ticket Information:
  - Pre-sale: \_\_\_\_\_
  - On Sale: \_\_\_\_\_
  - Prices: \_\_\_\_\_
- Other: \_\_\_\_\_  
\_\_\_\_\_

\*Please include Official Press Release and submit to [blaisdellinfo@honolulu.gov](mailto:blaisdellinfo@honolulu.gov) and [blaisdellboxoffice@honolulu.gov](mailto:blaisdellboxoffice@honolulu.gov).

▪ **PRESS PHOTOS (JPG)**

- Resolution: 970x407 pixels AND 1000x1000 pixel square images.
- Please include Event Name, Date, and Venue on the image.

▪ **PRESS VIDEO (MP4)**

- Resolution: 720p.
- Please include Event Name, Date, and Venue in the video.

▪ **POSTERS**

- Size: 11"x17"
- Orientation: Portrait
- Amount: Around 15 posters
- Posters **MUST** have the following information if it is processed on Ticketmaster:
  - Event Name, Date, & Location
  - "Tickets available at:  
Blaisdell Center Box Office  
Online at [www.ticketmaster.com](http://www.ticketmaster.com)"
- If your event does NOT USE TICKETMASTER, then your poster **MUST** include the following:
  - "Tickets available at Blaisdell Center Box Office on the day of event."
- Please email a sample to the Blaisdell Box Office ([blaisdellboxoffice@honolulu.gov](mailto:blaisdellboxoffice@honolulu.gov)) to review before printing. Once approved, you can mail the posters to the Blaisdell Center (777 Ward Avenue, Honolulu, HI 96814).

▪ **OUTSIDE MESSAGING BOARDS**

- Please write down the information that you would like to be posted on the Outside Message Center (OMC) for your event. Make sure you include EVENT, DATE, and VENUE before including any other information. Our marquees are on the corner of Kapiolani Blvd. & Ward Ave. (in front of Arena) and on the corner of King St. & Ward Ave (Concert Hall lawn).

Submitted by: \_\_\_\_\_

Email: \_\_\_\_\_

Example:

ICON  
ENTERTAINMENT  
PRESENTS

JO KOY

BREAK THE MOLD TOUR  
NOVEMBER 21-25  
ARENA

Please Note:

- Due to limited space on the screen, please limit character to a maximum of 15-20 per line and no more than 3 lines per slide. Use abbreviations wherever possible.
- We reserve the right to abbreviate, condense, and/or edit your request. Kapiolani Blvd & Ward Ave: 3 slides max, King St & Ward Ave: 2 slides max
- The OMC advertises your event and secondarily, your sponsors. We do not use the OMC to advertise products.
- No inappropriate references (drugs, tobacco, etc.) allowed on the OMC.
- **For expos/day of sale events, the OMC message is posted on the Monday of the event week. For non-ticketed/non-admission events, the OMC message is posted on space-available basis.**