

All marketing of shows in the SATCo season is to be done by the Marketing Team of SATCo. Including (but not limited to) promotional material, print and social media, and marketing communications. SATCo has the final say on all marketing decisions in consultation with creative teams.

Media release forms, found in the Stage Manager's Package, will be distributed by the stage manager to the cast and crew of each show at the first read through and are to be returned by the following rehearsal. If a party declines permission to use their image for promotional purposes this request must be upheld without question. Stage managers must provide a preliminary creative team list to the marketer at the first production meeting (ensuring all spelling is correct), and a final creative team list by the second production meeting. Any team members added or roles changed after 1 week prior to opening might not make it onto the final poster.

Marketers must make the Accessibility Guide available by each show's dress rehearsal.

Any photos intended to be used as promotional material taken during the production process must be sent to and approved by the Head of Marketing before posting. All images posted on social media or otherwise must credit SATCo and the photographer and only include members of the cast and crew who have signed and submitted the media release form. It is prohibited to post any personal photos taken of the production and production process that have not been approved by the Marketing Team.

Promotional photos of the production will be taken during each show's dress rehearsal and taken by the Head of Marketing or an approved delegate with no exceptions. No additional photography or audio recordings are permitted to be taken inside the theatre during performances. Marketers must ensure designer and production photos are distributed to the creative team within 31 days after a show closes. 31 days after distributing photos, SATCo reserves the right not to store these images.

Filming of production will be evaluated on a case-by-case basis. The stage manager of the show must request permission to film at least one week prior to the date of filming. This request must include the purpose, the plan, and the person who will be filming. This request will be approved or denied by the General Manager(s) and permission can be revoked at any time if circumstances change in regards to the filming. Filming must take place during the dress rehearsal. Playwrights retain full ownership of their work, as do artists over their work for SATCo shows.

SATCo abides by the University of Victoria Department of Theatre's policy that states: "NO photography or recording of any kind of any show from the house when an audience is in the house."