

PROFIT ENHANCEMENTS

Never, EVER expect Ticket Sales to be your ONLY source of revenue for the show! If you really want to make a nice profit on the event, generate revenue from various sources AND look for ways to lower or eliminate costs. Here are a few common PROFIT ENHANCERS:

CORPORATE SPONSORSHIP

A tax-deductible contribution from a business that wishes to increase its community profile and amplify its message among a select segment of your community.

The pitch:

“The people who will be at this event are our city’s wealthiest, most educated, most influential citizens. Your company will be front-and-center on this special night.”

Sample Sponsorship benefits:

- Over-the-title positioning in all print and broadcast advertisement. Example:
**“CorpCO and the ABC Arts Center
PRESENTS
“California Dreaming”**
- Live thanks and acknowledgement in pre-show curtain speech (Some presenters even allow the corporate sponsor to MAKE the curtain speech!)
 - Full-Page ad with custom message for sponsor
 - A packet of complimentary tickets to show. (This portion is NOT tax-deductible but enhances the sponsorship package tremendously.)
 - A post-show backstage meet-and-greet with cast for your party.

Each sponsor may be looking for a different benefit. Some may want tickets and could care less about logo placement or branding. Others may want a large playbill ad and aren’t concerned about tickets. Be sure to customize each sponsorship package to fit the needs of the client.

PROGRAM ADVERTISING

Full-page, half-page and quarter-page ads in your CALIFORNIA DREAMING production playbill. You may already have an ad sales program for your season. If you do not, you can enhance your revenue substantially with modest effort by your board or other volunteers.

The pitch:

“The audience that will be seeing your program ad at this event is our community’s wealthiest, most educated, most influential citizens. Getting your message to these select people is the best way to make an impact in this choice segment of the population.”

- The direct circulation of this program on show night is _____. (quote seat inventory)
 - Each member of the audience spends an average of 20 minutes with the program before the performance and during intermission.
 - The vast majority of audience members will take the program

home as a souvenir and share it with at least three other people, thereby extending the circulation.

IN-KIND CONTRIBUTIONS and TRADES

You do not need to pay cash for many of the services related to this performance!

You have two valuable things that you can “spend” in trade value:

- Tickets (notice that the sample budget leaves a generous ticket inventory margin)
- Program advertising (Remember that your trade partners can create a CUSTOM message for the audience!)

Typical In-Kind contributions and Trades:

- **Hotel Rooms** – The management of a hotel/motel is very often happy to provide the rooms at no cost if they can be one of the “Supporting Sponsors” of the event. Give them a full-page ad in the program that reads something like:

The Elegant Inn
The Official Hotel of
CALIFORNIA DREAMING
National Touring Company

- **Printing** – The same idea as above. “The Official Print Shop of the CALIFORNIA DREAMING National Touring Company.”
 - **Broadcast Advertising** – Propose that a radio station be the “Official Media Sponsor” for CALIFORNIA DREAMING. Give them a Curtain Speech shout out. Also, arrange for CALIFORNIA DREAMING cast members to do live call-in interviews during morning drive time. NOTE: It is a lot easier to get free radio airtime trade value if you agree to spend even a small amount of money at the station. Your ad rep will go to bat for you with the management and the on-air personalities if you buy SOME airtime. Ask for a radio “remote” broadcast from your theatre on the day of show.
 - **Newspaper Display Advertising** – Same as broadcast advertising. And remember this: You can have more than one Media Sponsor for an event!

CREATIVE MARKETING

Utilize your creativity as an arts organization to make a sponsorship more appealing to your client. Consider matching the institutional mission of your potential sponsor with the plot, characters or theme of each production. For example, a local shoe store might want to sponsor “Dorothy’s Ruby Slippers” in *Wizard of Oz*. This could include a lobby display with a pair of ruby slippers, coupons and other promotional materials provided by the sponsor.

How to make a PROFIT off a Springer Theatricals performance

Sample Budget for CALIFORNIA DREAMING

House Size	300 Seats	400 Seats	500 Seats	600 Seats
FULL PRICE performance fee (Discounts often available)	\$8,000	\$8,000	\$8,000	\$8,000
Stage Crew (Or use volunteers)	\$200	\$200	\$200	\$200
Marketing 2000 Postcards- printing	\$300	\$300	\$300	\$300
Marketing Postcard postage	\$300	\$300	\$300	\$300
Marketing- Radio Ads	\$400	\$400	\$400	\$400
Marketing- Newspaper Ads	\$600	\$600	\$600	\$600
Program Printing	\$240	\$300	\$400	\$450
Hotel Rooms	\$500	\$500	\$500	\$500
Total Expenses	\$10,540	\$10,600	\$10,700	\$10,750

INCOME (Based on ticket price of \$25)				
Ticket Sales at 50% Capacity	\$3,750	\$5,000	\$6,250	\$7,500
Ticket Sales at 75% Capacity	\$5,625	\$7,500	\$9,375	\$11,250
Ticket Sales Full House	\$7,500	\$10,000	\$12,500	\$15,000
Additional Income Possible				
Program Ad Sales (4 ads at \$500 or 8 at \$250)	\$2,000	\$2,000	\$2,000	\$2,000
Corporate Sponsorship	\$3,000	\$3,000	\$3,000	\$3,000
Discount on hotel rooms in exchange for program ad	\$200	\$200	\$200	\$200
Additional sponsorship opportunities, marketing discounts, or grant funding may be available in your community				

Total Income Range (Tickets ranging from 50% to 100% capacity sold)	\$8,950-\$12,700	\$10,200-\$15,200	\$11,450-\$17,700	\$12,700-\$20,200
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Possible Profit	Up to \$2,160	Up to \$4,600	Up to \$7,000	Up to \$9,450
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