

Venue 2015 Pilot Program Application



Please provide us with as much information as you can.

Venue Name _____ Venue ID: _____

Venue Location _____

Site URL _____

Contacts: Main points of contact

Name	Profile ID	User ID	Email	Phone

Social Media Links/ID for the Venue

Facebook _____ Twitter _____

Blog _____ Google+ _____

LinkedIn _____ Other _____

Number performance spaces in your building _____

Total number of seats _____

History: Let us know as much about your productions over the past year as you can.
you do not know is as important as what you know.

Information

Productions	# of Prod.	Attendees	Potential	% of Potential	% Web Sales	% Box office Sales	% Phone Sales
Past Year							
Most Recent							
Best							
Worst							

What is your focus? Check all that apply.

Musical Theatre ☐

Straight Plays ☐

Classical Theatre ☐

Dance ☐

Ballet ☐

Tap ☐

Jazz ☐

Modern ☐

Opera ☐

Comedy ☐

Fringe Theatre ☐

Development ☐

Experiential Theatre ☐

Other _____

Online traffic in the past 30 days will help us project for the pilot period.

30 days	Followers	Visitors	New	Returning	Posts
Website					
Facebook					
Twitter					
Blog					
Google+					
LinkedIn					

Tell us what you know about your audience demographics.

Audience	%	Average Age Range	Average Income
Female			
Male			
Unknown			

Please check all sales channels that apply:

Subscription Program ☐

Group Sales ☐

Discounts ☐

Ticket Brokers ☐

Partners ☐

Other ☐

On an average production what are your % sales goals?

On Sale Day	Groups	Advance	Discounts	Day Of	Other

What are the goals with your organization at the moment? Please check all that apply.

Audience Development ☐

Increase Individual Sales ☐

Knowledge about Audience ☐

Increase Group Sales ☐

New Audience Growth ☐

Increase Subscription Sales ☐

Brand Awareness ☐

Other (specify) _____

Please email this completed form to info@TheatreProfile.com. We will respond to your request within 2-3 weeks. Remember to save the changes to the form before attaching the file to an email.

Notice

- Participation in any Pilot program is not guaranteed. Space is limited, and applicants will be chosen based on their fit to the needs of the program.
- Programs can be canceled, postponed or stopped at any time.
- Failure to use Theatre Profile and its tools can result in removal from the program.
- Pilot Programs have no monetary value.
- Participants will no longer be exempt from charges and fees for the use of Theatre Profile Tools and Resources after the program has ended or after the participant leaves the program, either by their choice or from lack of participation.