

# Theatre Company 2015 Pilot Program



## Application

Organization \_\_\_\_\_ Profile ID \_\_\_\_\_

Site URL \_\_\_\_\_

### Contacts: Main points of contact

Name	Profile ID	User ID	Email	Phone

### Social Media Links/ID

Facebook \_\_\_\_\_ Twitter \_\_\_\_\_

Blog \_\_\_\_\_ Google+ \_\_\_\_\_

LinkedIn \_\_\_\_\_ Other \_\_\_\_\_

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

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

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			

**Let us know about your average sale patterns. We know these vary show to show, we would like an idea of your average.**

Main Venue \_\_\_\_\_ Capacity \_\_\_\_\_ Venue ID \_\_\_\_\_  
 Do you present at multiple venues? Yes ☐ No ☐

**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 your goal with your organization at the moment? Please check all that apply.**

Audience Development ☐

Knowledge about Audience ☐

New Audience Growth ☐

Brand Awareness ☐

Increase Individual Sales ☐

Increase Group Sales ☐

Increase Subscription Sales ☐

Other (specify) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Is there a Production you want to highlight? If so, please complete as much information as you have.**

Show \_\_\_\_\_ New Work ☐ First for us ☐ Done it a lot ☐

Theatre Profile Show ID \_\_\_\_\_ Theatre Profile Production ID \_\_\_\_\_

Venue Name \_\_\_\_\_ Renting ☐ Theatre Profile Venue ID \_\_\_\_\_

Venue Address \_\_\_\_\_

Venue Capacity \_\_\_\_\_

On Sale \_\_\_\_\_ First Preview \_\_\_\_\_ Open \_\_\_\_\_ Close \_\_\_\_\_