

Theatre Company 2015 Pilot Program



THIS IS A NEW OPPORTUNITY!

Theatre Profile is selecting an exclusive group of theatre companies to participate in a unique pilot program to help them increase audiences, market their upcoming productions and enhance their brand. Our specially designed pilot program is tailored to the company's specific needs. This is an exclusive, complimentary, limited-time offer.

That's right: **Theatre Profile will not be charging pilot-participant theatre companies for the reports and professional services that help you increase your brand awareness while you are involved in the program.**

Why You're Invited

- You are a theatre company in the UK, USA or Canada with a minimum of 25 company/production team partners or 100 consumers/audience members
- Have been in existence over the past year at minimum
- Working to efficiently increase audiences
- Looking for new ways to interact with your audiences
- Hoping to connect with newer, broader audiences
- Willing to use TheatreProfile.com tools on a regular basis for your marketing

Benefits of Participation

- Aggregates your information in a professional, sophisticated platform that easy to visit, use and access
- Helps build new audiences
- Increases audiences for your theatre company
- Keeps your audiences up to date on upcoming productions, cast and creatives
- Raises brand awareness

Features of the Pilot Program

- Safely archives past production information
- Markets new productions to a target audience
- Analyzes statistics on your audience and potential audience
- Customize tools (maximum of 2) according to your needs (this is at TheatreProfile.com's discretion)
- Shares your TheatreProfile.com profile with your audiences, cast, crew and creatives and by encouraging as many users as you can to enjoy TheatreProfile.com, we will be able to send you detailed information that includes:
 - what your audiences are looking at
 - what kinds of productions they like to watch
 - what other sites are inclined to be following
 - whether developmental, experimental productions would be well received, before the curtain rises!
- Helps you tailor future productions so you can engage more people, increase your audience interest and fill your seats.

How to Get Involved

- Simply fill out the form attached. This will
 - Send us your information and allow us to share information with TheatreProfile.com
 - Provide data such as audience demographics, ticket sale history and any other data we specify
 - Provide and input data on past productions into TheatreProfile.com
 - Provide data about cast, crew and creatives
 - Provide data about production dates and venues
 - Provide data on upcoming productions into TheatreProfile.com
 - Provide data about cast, crew and creatives
 - Provide data about production dates and venues
- You will agree to work with Theatre Profile to promote your productions
- Your involvement in the pilot project will last 3-6 months, focusing on one upcoming production on a specific date and venue.

How to Get Started After Acceptance

- We'll set up an initial meeting to introduce Theatre Profile tools to you and work together to agree on a schedule of meetings
- You'll then meet with us weekly or bi-weekly and report on the use of TheatreProfile.com tools and tools in development
- You will use Theatre Profile tools daily to promote shows and productions
- You will have a complete profile of the theatre company on Theatre.Profile.com that includes input to complete all past, current and upcoming productions in TheatreProfile.com
- You'll promote TheatreProfile.com in all promotional material including flyers, emails, newsletters, social media etc.
- You will encourage audience members, cast, crew and creatives to use TheatreProfile.com

What's In It for Us?

- With your pilot project participation, we can refine our commercial product to share to other theatre groups in meaningful ways that provide value to us all.
- You'll help us test specific tools on TheatreProfile.com audiences and cast, crew and creatives such as the Watchlist, Ratings (for shows and productions), Registration and any other function we deem useful.
- You're going to inform us as to what customized tools you would like to see developed.

The BOTTOM LINE?

By allowing us to have your uploaded data to merge into TheatreProfile.com, you are assured that your shows and productions, cast, crew, creatives resources and creative products will achieve increased visibility to your fans. **You'll be positioned on a professional site with other respected productions and resources, gaining exposure from a central source where your audiences --- and new people, too --- can find all relevant information about your theatre company with one click of a button!**

Deadline to respond: December 25, 2014