



# CO-PRODUCER SALES & MARKETING FIELD GUIDE

## BRANDING REQUIREMENTS

### Language:

Our co-producers (you) must represent your show as produced in association with Theatre Off Jackson (TOJ). Thus, “Produced in association with Theatre Off Jackson” must appear on all promotional material and event pages.

We also require review of your event description language and images prior to sharing with the public. Please send to [isabella@theatreoffjackson.org](mailto:isabella@theatreoffjackson.org)

### Logo:

We ask you please try to place the Theatre Off Jackson logo on your poster and flyers. It is not required. It can be provided by [isabella@theatreoffjackson.org](mailto:isabella@theatreoffjackson.org)

## MARKETING

### Co-producers are responsible for their own marketing materials, budget and strategy:

To clarify, TOJ will complete the following tasks as part of our standard marketing procedures:

- Mention in our newsletter
- A boosted Facebook post about your event from the ToJ Facebook page
- Event page on our website
- Quarterly Stranger Ads (Stranger, A&P Quarterly Arts)
- Marketing consultation as needed

*Note: At times, you may not be included in our paid advertising due to deadlines*

### ToJ needs the following from you to complete the above:

- Fill out provided ticketing/marketing form for data about your production to set up ticketing and website event listing. It's found [here](#) if you'd like to review.
- Web appropriate graphics for your event. Bonus if you can send us several images, including your poster and at least one without any copy to allow for better success on Facebook.

**HOT TIP: Use social media strategy to promote your event but don't depend on it.** The strongest sales come from producers who utilize a variety of marketing tools.

# TICKET SALES

## **Brown Paper Tickets:**

The majority of our events are sold through Brown Paper Tickets (BPT) under TOJ's account. Depending on a producer's needs, we may consider other ticketing options based on discussion. You will be asked to fill [out this form](#) to help our marketing lead create your ticketing event page and update our website.

The standard available seats for all show in the downstairs theater for most producers is 130; this must account for all sales and comps. Max house capacity is 140 (10 seats are always held for TOJ purposes).

The standard available seats for the upstairs space is 80. Extra chairs can be set out for additional seating but this must be approved by TOJ.

## **Pricing/Discounts:**

- All pricing must be approved by TOJ prior to the start of sales.
- We recommend you set a pre-sale price and door price that is at least \$5 more than presale.
- Discounts codes can be set up for producers.
- Our form above will ask you about all these details.

## **Third Party Vendors:**

Sometimes it can be a beneficial strategy to put an allotment of tickets for sale on third-party sites like Goldstar. All third-party sales outlets must be approved by ToJ prior to offering the deal. It is difficult to add third party vendors close to your event date so if you chose to use these services it is best to do so before you put any tickets on sale. Some producers find this to be a successful strategy and others do not.

## **Comps:**

If you are going to provide comp tickets of any kind, including press comps, you will be asked to note how many when setting up your event ticketing (see form). Keep in mind if you are providing comps to performers, to crew, designers, sponsors and to press.

## **Sales Reports:**

We can provide auto generated sales reports from BPT. If we do this, please note that you may receive other emails from BPT. Please do not answer these unless prompted by our marketing/ticketing lead.

## **Reconciliation:**

It will take 2-3 weeks for your earnings to arrive from TOJ. Here is why: at the end of your run you will receive a Box Office Reconciliation Report prepared by ToJ's business manager, Karen Shay. After your approval, and final payment from BPT has been received and deposited, she will cut a check for your portion of the box office proceeds (minus any expenses incurred). You

will need to provide a signed and dated W-9. *Please make sure the name on the W-9 matches the SSN or EIN provided* (in other words don't use a business name if you are providing your personal Social Security number).