



CO-PRODUCER SALES & MARKETING FIELD GUIDE

The cardinal reference toward a successful co-production at Theatre Off Jackson

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ONLINE PORTAL

theatreoffjackson.org/co-pro-portal

SECTION 1

BRANDING REQUIREMENTS

As a ToJ Co-Producer, you must use language and imagery consistent with our brand. Please follow the below guidelines whilst planning your promotional efforts.

Language:

“Produced in association with Theatre Off Jackson” must appear on all promotional material where appropriate.

Logo:

Our logo can be downloaded from our website here: theatreoffjackson.org/co-pro-portal

The ToJ logo must be placed on all promotional material as well, where appropriate. Do not crop, stretch, or re-color the image without prior consent from ToJ.

(Our logo, as well as other resources, can also be found within the Co-Producer online portal at theatreoffjackson.org/co-pro-portal. See the section in this field guide for more info about the online portal.)

SECTION 2

MARKETING

ToJ Services

ToJ offers the following marketing services to every Co-Producer

- At least 1 newsletter with your event mentioned
- Facebook event created and monitored (if needed)
- At least 1 boosted Facebook post about your event from the ToJ page (1,600 fans, 25,000 person reach with boost)
- A dedicated page on our website about your event
- Press release distribution (if needed)
- Quarterly Stranger Ads (Stranger, A&P Quarterly Arts)
- Event submitted to local event calendars

Co-Producer Responsibilities

ToJ expects the following from our Co-Producers

- Provide us with the following information about your production at least 6 weeks in advance, preferably sooner. (*Without your basic show information, we cannot perform the above outlined marketing functions!*)
 - A title and description
 - Two images (*size: larger=better, no specific dimensions*)
 - Advertorial Image (Poster/Postcard/etc)
 - Representational image (an image without much text, maybe of a person or a setting in the show).
 - Dates and times of performances, as well as performance length
 - Ticket pricing information (including any comps/discounts needed)
 - Special Notes (age requirements, content warnings, etc)
 - Links to producer website, social media pages, or others
 - Any other info you want publicly displayed (cast, crew, sponsors, etc)
- **Create a press release.** We strongly encourage you to follow a template similar to the one found on the [Co-Producer Portal](#). As mentioned above, ToJ can send the press release out to our press contacts, if needed.
- **Use your social and personal networks to spread word of your show to the world!**

SECTION 3

TICKET SALES

BPT vs. Stranger Tickets:

ToJ currently uses two services to sell tickets to our events. The vast majority are sold through Brown Paper Tickets (BPT), and a smaller portion are sold via Stranger Tickets, usually only one-night or one-weekend events. Which site we use is determined by a variety of factors, including run length, style of show, and genre. The service fee structure is fairly similar.

All co-produced events will be set up under the ToJ account of whichever ticketing site is being used, unless alternative methods have been explicitly discussed beforehand.

If you have questions about when and how tickets for your event will be set up, please email angela@theatreoffjackson.org.

Pricing/Discounts:

All pricing must be approved by ToJ prior to the start of sales. Typically, there will be a pre-sale price and a door price, with the door price being set \$3-\$5 higher to encourage pre-sales.

Discount codes can be set up in either ticketing system. Please provide the discount password (if needed) and price level to angela@theatreoffjackson.org to set them up.

Third Party Vendors:

Sometimes it can be beneficial to put an allotment of tickets for sale on third-party sites like Goldstar or TeenTix. These are often sold at half price (or less) and we, as producers only receive a portion of that 50%, therefore these types of sites should only be used in low-house situations. All third-party sales outlets must be approved by ToJ prior to offering the deal.

Comps:

Comp tickets (excluding press comps, see below) can be entered one of two ways:

1. Email angela@theatreoffjackson.org with request info.
2. You can request to set up a password that you can use to enter comps from the front-end of the ticketing site (again, NOT for press comps).

Press:

On your press release, please list press@theatreoffjackson.org as a press contact. You may also list yourself as a press contact, but all press comps must be entered by ToJ. Please email press@theatreoffjackson.org with press comp requests, including name, show date, and quantity needed or use the form at theatreoffjackson.org/comp-requests.

Sales Reports:

If your event is being sold through BPT, you may request that a daily sales report be delivered to you with an update on each date's sales. If your event is sold through Stranger Tickets, you will need to request a sales update when needed (preferably no more than every three days until opening weekend). There is currently no automatic system in place to send sales reports on Stranger Tickets.

Reconciliation:

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 or Stranger tickets 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).

SECTION 4

ONLINE PORTAL

A Co-Producer resources page can be found on our website at

theatreoffjackson.org/co-pro-portal

You will find various resources on this page, including ToJ logo files and a press release template as well as various important contact info, and more. Please check out the tools available to you there first if you have any questions, you might just find what you're looking for...