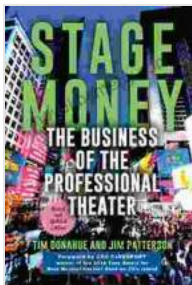


Stage Money: The Business of the Professional Theater

Unveiling the Financial and Operational Secrets of the Performing Arts Industry



Stage Money: The Business of the Professional Theater

by Tim Donahue

★★★★☆ 4.5 out of 5

Language : English
File size : 2492 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 175 pages



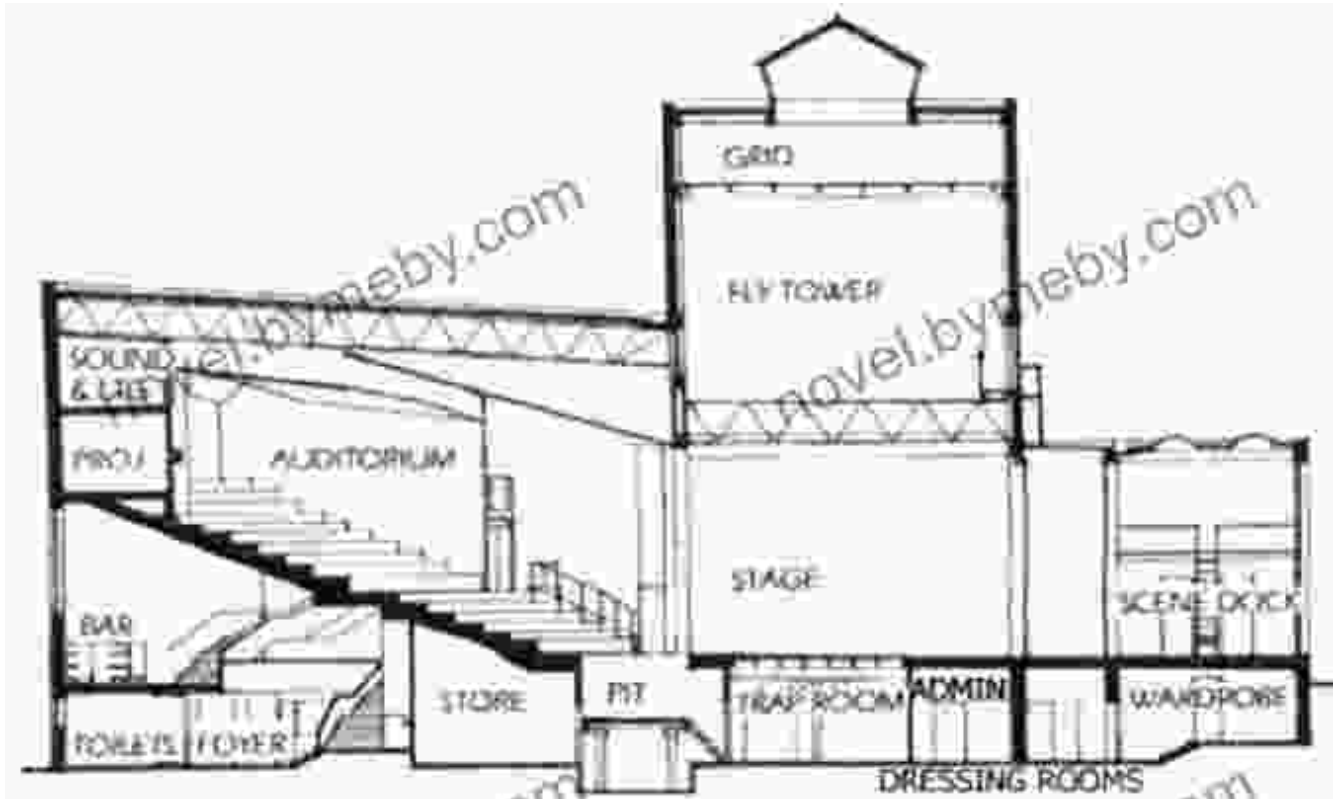
Welcome to the captivating world of theater finance and management! 'Stage Money: The Business of the Professional Theater' is the definitive guide to unlocking the financial and operational intricacies that shape the professional theater industry.

From Broadway blockbusters to Off-Broadway gems and regional theater productions, the theater world is a vibrant and complex ecosystem. This book provides an insider's look into how these productions are financed, managed, and brought to life.

Chapter 1: The Anatomy of a Theater Budget

Every theatrical production begins with a budget. This chapter delves into the key components of a theater budget, including salaries, royalties, production costs, marketing and advertising expenses, and more.

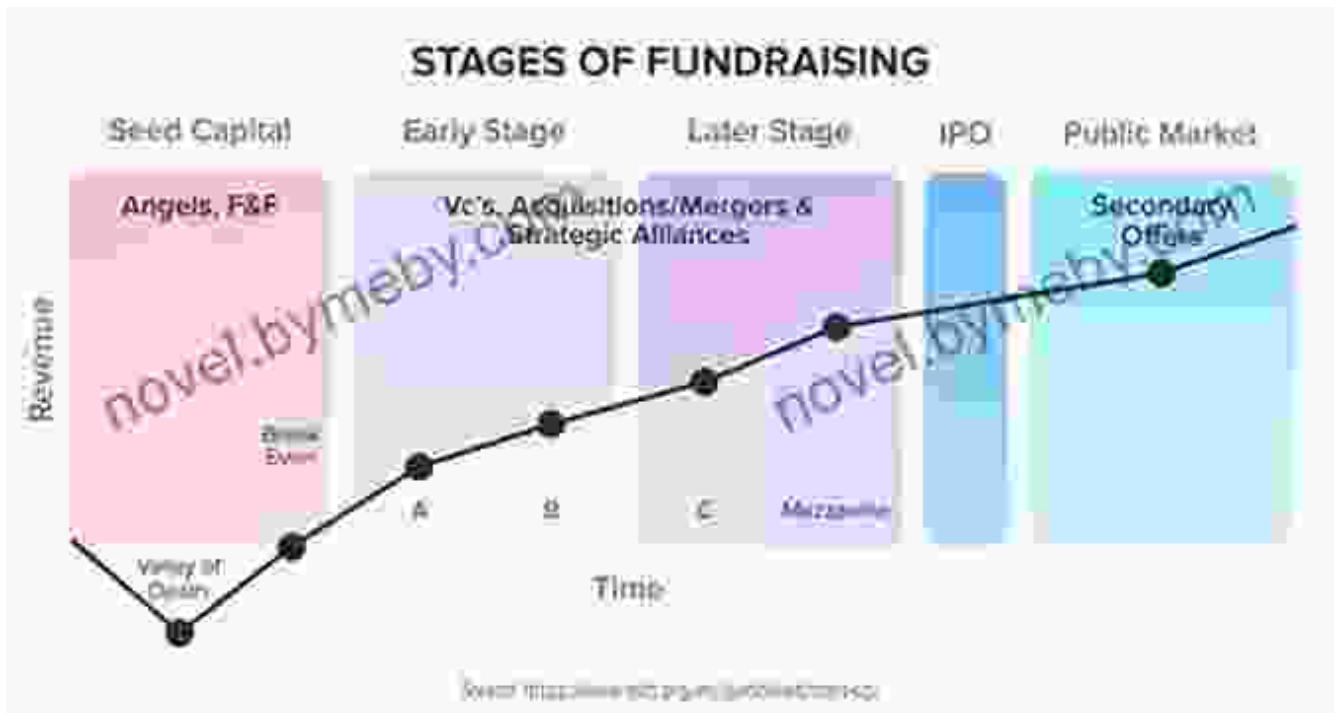
Discover the factors that influence budget size, from the scale of the production to the theater's location and operating costs.



Chapter 2: Fundraising and Development

The majority of professional theater productions rely on a combination of ticket sales and fundraising to make ends meet. This chapter explores the various fundraising strategies employed by theaters, from annual campaigns to special events and grants.

Learn the techniques for building relationships with donors, cultivating major gifts, and maximizing fundraising revenue.



Chapter 3: Marketing and Audience Engagement

In today's competitive theater market, effective marketing is essential to attract audiences and generate ticket sales. This chapter provides a comprehensive overview of theater marketing strategies, including traditional advertising, social media, digital marketing, and public relations.

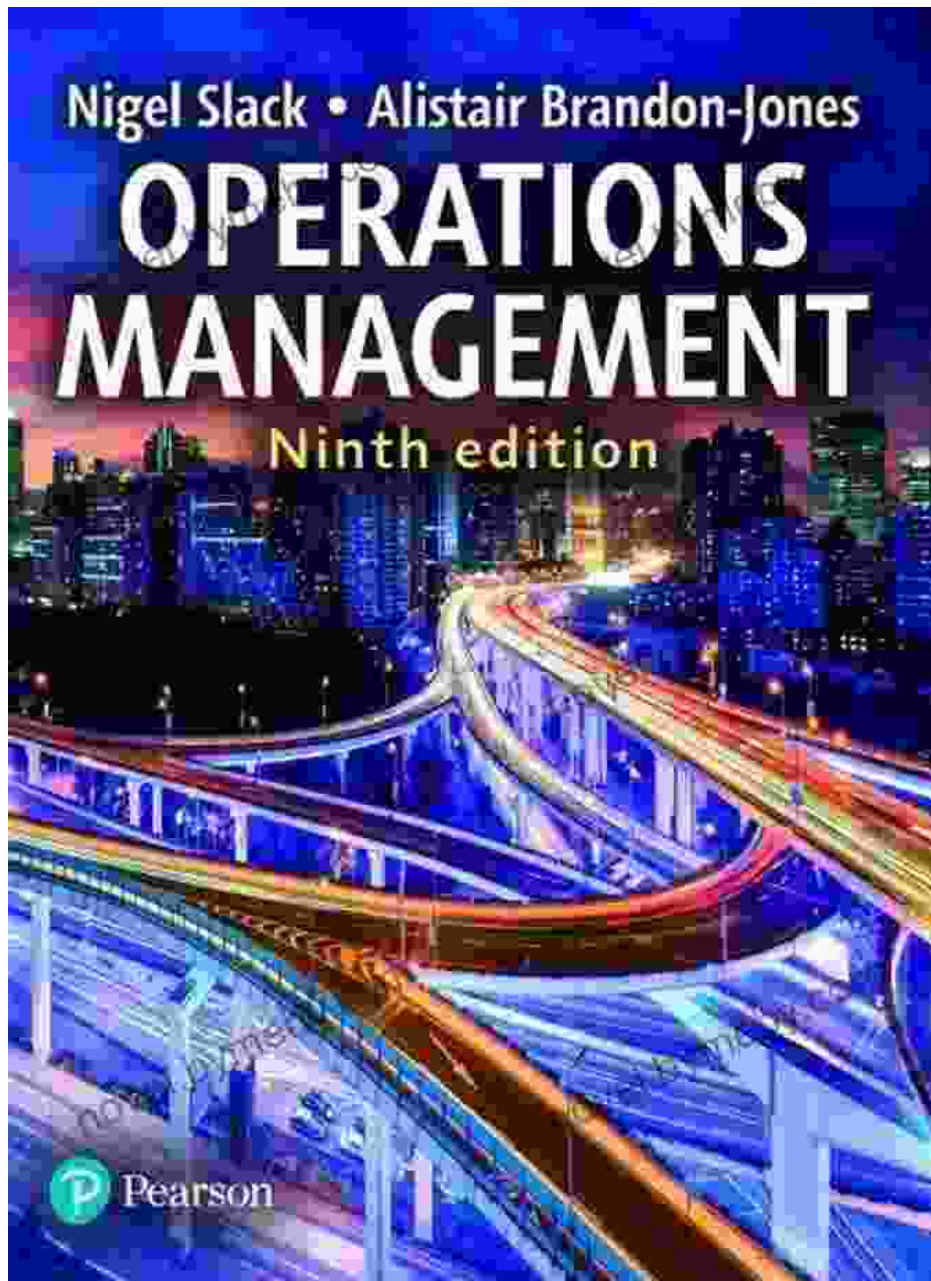
Learn how theaters identify their target audiences, create compelling marketing campaigns, and track their results.



Chapter 4: Management and Operations

Behind every successful theater production lies a team of dedicated professionals managing the day-to-day operations. This chapter examines the roles and responsibilities of theater managers, including artistic directors, general managers, and production managers.

Discover the challenges and rewards of managing a theater company, from scheduling rehearsals to coordinating performances and overseeing finances.



Chapter 5: The Future of Theater Finance

The theater industry is constantly evolving, and so are the financial and operational practices that support it. This chapter looks ahead at the emerging trends and innovations shaping the future of theater finance.

Explore the potential impact of technology, streaming, and changing audience demographics on the business of theater.



Stage Money and the Future of Theater

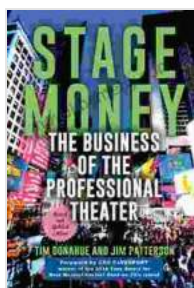
Facebook Live Event
 Wednesday, October 21 at 6pm ET

A DISCUSSION WITH
 Daniel Hampel of Broadway in Columbia
 Kristin Cobb of Harbison Theatre
 Aundra Holloman of The Township

MODERATED BY
 Nate Terracio of The Koger Center for the Arts

Whether you're an aspiring theater professional, a theater enthusiast, or simply curious about the inner workings of the performing arts industry, 'Stage Money: The Business of the Professional Theater' provides an invaluable blueprint for understanding the financial and operational backbone of professional theater.

Free Download your copy today and unlock the secrets of the theater business!



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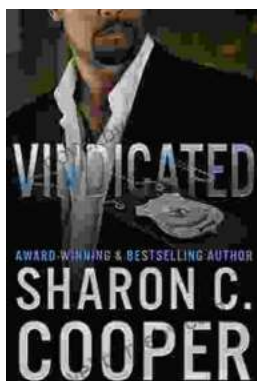
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