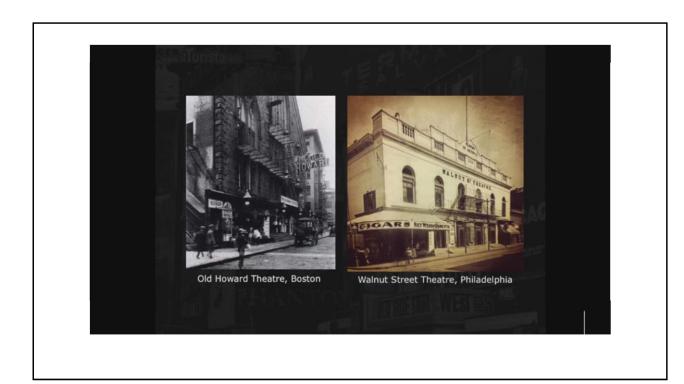


Notes:			

AGENDA The history of Enhancement The simple math of the Enhancement Deal How to find the right Regional Theater for your show Tips on how to attract a Regional Theater What you should walk away with from your enhanced production Q&A

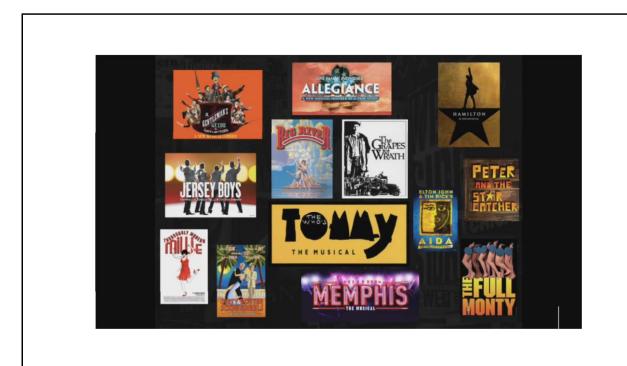
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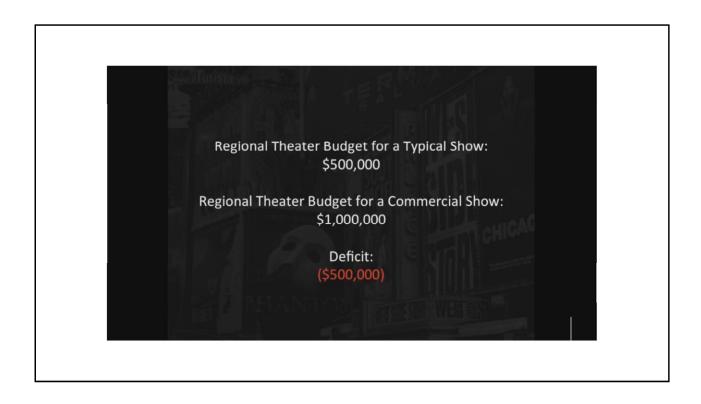
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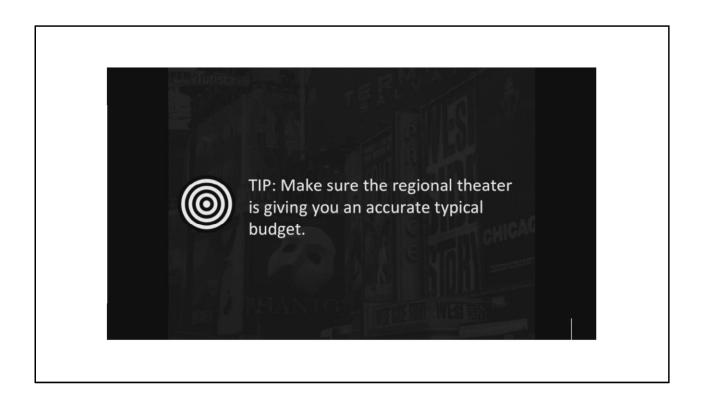
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Notes:			

What makes a commercial production cost more at the Regional Theater? • A-List Creative Team • Casting • Travel & Accommodations • Physical Production • Rehearsal and Tech Time • Etc.

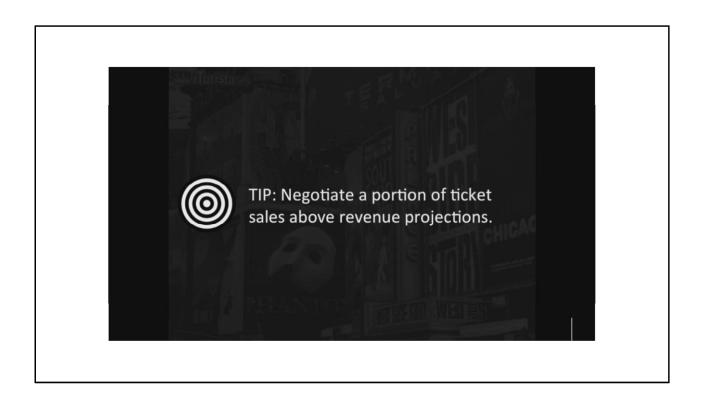
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Notes:			

The Regional Theater Enhancement Package Negotiated Enhancement \$\$\$ (e.g. \$500,000) Originating Theater Royalty (1-1.5%) Net Profits (2.5-5%) Billing Credit House Seats Etc.

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Tips on How to Attract a Regional Theater Target theaters that have had success with similar subject matter or material. Ask the Artistic Director to Direct. Where are your Authors from? Look at the theaters that haven't done it before. Join the board/volunteer/staff, etc.

Notes:			

What you should walk away with from your enhanced production. Physical production (props, set, costumes) Video, photos, etc. Reviews, articles, etc. Logo and art Surveys, focus groups

Notes:			