

# CREATING A PROFESSIONAL PRESENCE FOR YOUR THEATRE PROGRAM

## Marketing Your Program

### TREAT IT LIKE THE BUSINESS IT IS

Follow the business model and BRAND your program. How can you make your program distinct within your school? Can you jazz up title beyond X Drama Department? Perhaps naming your theatre after the mascot, or adding Players, Troupe, Academy, Theatre Program to the title? Use this BRAND on all posters, programs, brochures, etc.



### CREATE A LOGO



Now that you have made a distinct name for your program, it is time to have a distinct LOGO so that when people see it they immediately know it is your program. It doesn't need to be elaborate (think of a certain swoosh), but it needs to be easily reproducible in print ads and due to budget constraints, also clear when in black and white. See if a graphics arts class can help.

### CREATE A MISSION STATEMENT

With a look anchoring your brand, it is time to focus your program's goals by creating a MISSION STATEMENT. What really are the aims and values of your program? It should be short and concise enough that you and your students should know it and share it in the community. Make sure it in your programs, on your website...let people know what you stand for!

