

## **Attention Ad Agencies and CMR's**

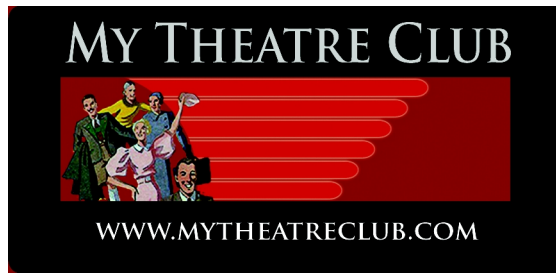
We are thrilled to announce a new **Major Exclusive Sponsorship** opportunity for your company and/or your clients with My Theatre Club ([www.mytheatreclub.com](http://www.mytheatreclub.com)), our exciting new start-up niche social networking site.

### **The Top 5 Benefits to becoming Major Exclusive Sponsor Members of My Theatre Club:**

1. **Inexpensive advertising.** My Theatre Club offers the most cost-effective advertising opportunities available on the web. Through our ads and offers, businesses present their product or service to an exclusively targeted market, therefore increasing their sales with custom-tailored advertising options locally, regionally, and nationally.
2. **Access to a diverse and rapidly growing customer base.** Since it is targeted to artists, businesses, and patrons of the arts, My Theatre Club has an extremely wide user demographic, providing you with easy and effective opportunities to market to a wide customer base. Furthermore, since content on My Theatre Club is user generated, we have a high return visit rate to our website.
3. **Promotes a positive company image.** Promote your company's positive public image by being a supporter of the arts. My Theatre Club promotes local businesses and local arts organizations, and with your company's support, you too are contributing positively to your local community.
4. **Connections with other businesses.** My Theatre Club will help your business form relationships with other non-competing businesses in a way that will mutually benefit both parties. For example, we establish collaborative offers between restaurants and theatres, as theatre patrons often dine out prior to seeing a show. These package deals benefit both the theatre and the restaurants. See how My Theatre Club can build a community of support for *your* business!
5. **Easy promotion with coupons and offers.** Promote your company with coupons and offers directly through our site. Members of My Theatre Club can buy your product, engage with your company, and take advantage of your money-saving offers directly through [www.mytheatreclub.com](http://www.mytheatreclub.com). Your presence on our website will increase your customer base by tapping into the wide demographic of My Theatre Club members, and the site's easy navigation will make it simple for users to interact with everything that your company has to offer.

**We would like to invite you to read the enclosed information packet for more details about this exciting Major Exclusive Sponsorship opportunity. Take action with the growing number of businesses who have dedicated themselves to building *the world's most purposeful community for the lovers of the theatre arts.***

**Questions? Call Tom Williams at 773-549-0227**



**Major Business Sponsorship Information Packet**

## **Concept**

### **Who are we and what do we do?**

A theatre critic for 8 years, Tom Williams prefers not to read program bios before a performance, in an effort to keep his reviews as unbiased as possible. So instead he spends the moments leading up to a performance looking around, observing every theater's unique milieu. Then the ushers take their seats, the house lights dim, and Tom asks himself the same question: "Where IS everyone?" Granted, there are always going to be empty seats, but alarmingly more and more often, they've been outnumbering the patrons.

Tom deduced that this must be at least in part due to inadequate publicity. The handful of large companies and venues seem to do alright, but Chicago is filled with a myriad of small and mid-sized theatre companies with only modest advertising budgets, who rely on word-of-mouth to publicize their plays and then hope for good reviews.

Another major cause for the decline in theatre attendance must be the ever-rising costs of tickets. And this is without factoring in the cost of merely getting to said theatre events. Gas, parking and CTA prices are all soaring. Finally, add to that the cost of dinner, and you're most likely looking at the entirety of your disposable income for that week. It's no wonder that many people opt instead for an evening of TV while, in another part of town, the magic of the live performing arts falls like dust upon their empty seats.

This, of course, will not do. There must be a way to get people back in those seats.

Williams teamed up with like-minded actor/musician Peter Oyloe, a seasoned performer and committed advocate of the arts, to resuscitate the Chicago theatre community. Together they devised a way to make theater outings more affordable to patrons, and to help add more value to their experiences – all the while assisting theatre companies in getting their names out and their voices heard. Oyloe and Williams agree that one thing more magical than a live theatre experience is the potential for that experience to be shared with others.

Thus was born My Theatre Club. We are a membership club for people who love live entertainment and who want to meet others who are like-spirited. In addition to the social value embedded in My Theatre Club, we also offer members discounts on tickets to live performance events, priority seating, discounts on parking, private members-only performances with talk-backs by directors and performers, restaurant discounts, and members-only opening night receptions and gatherings. For our Performing Arts members (performers, directors, stage managers, and other industry folks), we also provide access to audition and work notices, industry news updates, and professional networking opportunities. Our scope is nationwide across the USA and in English speaking countries such as Canada, Great Britain, Ireland, Australia and New Zealand.

Our vision is to gather thousands of theatre patrons, companies and individual professionals in an enthusiastic and supportive online community: My Theatre Club.

## **Who are our customers?**

Our customer base consists of anyone who goes to see live stage shows. This includes not only theatre, but also opera, dance and music concerts. Our memberships are free to theatre companies, performing artists and theatre patrons. Sponsoring members pay from \$125 on up for advertising listing and banner ads.

## **Competitors**

My Theatre Club stands uncontested as the first social networking club that directly connects theatre patrons, theatre performing artists and theatre companies. There are theatre club sites in London, British Columbia, Boston, as well as sites like Theatremania and Broadway World, but none of them share our focus of building and strengthening the community of among artists, sponsors, theatre patrons and theatre companies. In addition, we offer discounted tickets to performing arts events, and the only other sites who do this are Goldstar and Theatremania.

## **How are we different from our competitors?**

MyTheatre Club differs from other ticketing sites in the following ways: we charge significantly less in service fees; we pay the theaters faster; we are more flexible as to how and when a theatre company can post discounted tickets on our site; we make discounted ticket offers *directly* to our members; we help theatre companies with their own personal market research by providing them with all of the data from those who purchase tickets through the club.

As to the “club” side of My Theatre Club, we have no competitors.

Our robust software on My Theatre Club's website has many built-in intricacies that make it unique and therefore difficult and costly for competitors to duplicate. But our real advantage lies in the extensive personal contacts we have built in the theatre community. With a fast rollout, we will have most of the theatre companies in our community involved, and as we aid them in increasing their audience base, they will have no need to use another theatre club, should another one start up.

## **Business Strategy**

We strive to combine social networking and entertainment, fill empty seats with a large base of patrons, and thereby increase the vitality of the performing arts community. The performing arts are an important part of our lives, as we strive for not only entertainment, but also for community and the wonder of imagination and play.

## Membership Options

- The **Theatre Company Membership** is free for all theatre companies, venues and producers of the performing arts. Theatre Company Members are rewarded with a free forum to promote their productions and events, post news and press mentions, offer ticket discounts to other site members, organize events that draw interest to the company, and post audition notices to our online database of artists.
- The **Patron Membership** is the basic free membership type for those who wish to be a part of our lively theatre-oriented social network and club. With a Patron Membership, you're able to interact with like-minded members, post comments about you see, take part in online discussions, and attend members-only events. At the heart of the Patron Membership is access to ticket discounts, restaurant and theatre package deals, as well as special rates for hotels and parking.
- The **Performing Arts Membership** is free for all performing arts industry professionals. Members receive a detailed custom profile, which includes bio, resume and headshots, and A/V capabilities, for posting video reels. This membership also includes access to timely audition information and other industry-related updates.
- The **Theatre Organization Membership** is free to all support organizations of the theatre arts including all unions, guilds, associations, societies, federations, networks, centers, and performing arts service support organizations. Once you set up your organization's profile, you can begin using the site to promote your organization and your support services to our Performing Arts and to our Theatre Company members. You will have the ability to post theatre support information and service notices to our online database, among other great membership rewards available to our Theatre Organization Members.
- The **Sponsor Membership** is the entry-level membership for advertisers who wish to make their products and services available to our members. They will be able to manage their own offers and target their ads to specific local, regional, or national audiences. Advertising Sponsors shall have the ability to customize their profile, which will act as their basic electronic billboard within the My Theatre Club community. In addition, sponsors will have a listing on the "Sponsor Directory" page (which adds them to a searchable database of businesses), as well as the ability to make special offers to the online community. Other extremely competitive advertising opportunities will then be available to sponsors, including custom banner ad placement and regional ad targeting within our growing community of members.
- The **VIP Patron Membership** is our premier monthly membership. VIP members receive a monthly Theatre and Dinner package. The VIP rewards will be developing constantly, making this an exciting option for those who make theatre an ongoing part of their lives.

## **Our Four Phases of Growth**

### **Phase One:**

We will use all channels of networking, including Facebook, Twitter, and viral word-of-mouth marketing, to recruit performing arts companies, professionals and patrons to join and use the club to develop a sense of community and a way of meeting like-spirited people, while enjoying events and live stage shows.

During this time, we will be recruiting local businesses to become paid Sponsor Club members (starting at \$125 for 1 year). We will incorporate the results of our extensive marketing research, to determine the best rewards to offer our members (Example: 80% of theatre patrons dine out before or after seeing a live stage show, so we will offer special discounts on meals and show tickets to our members).

We will also enlist the help of Area Coordinators for the thirty largest metro areas in the USA.

### **What does the Area Coordinator do?**

**Business Relations-** Area Coordinators will be responsible for soliciting area businesses, like restaurants, bars and parking garages, as sponsoring advertisers. There is revenue-sharing potential for this position that could become quite lucrative for someone with vision, focus and a strong work ethic. **MTC** is monetized through local business advertising in a unique win-win relationship. This is the heart of the **Area Coordinator's** responsibility.

**Publicity-** Area Coordinators help build the My Theatre Club base by telling their friends, organizations and business contacts about the Club. They organize and attend theatre events, advise local PR firms and publicists on how to maximize their membership benefits, and facilitate symbiosis between "Theatre Company" members and sponsoring businesses.

**Industry Relations-** Area Coordinators help spread the word about My Theatre Club to theatre companies, producers and venues by recruiting industry folks (actors, dancers, musicians, directors, stage managers, etc.) in their metro areas to join as "Performing Arts" members.

### **Phase Two:**

During this phase, we will integrate the ticketing/coupon software of our own development, which will offer last-minute ticket options, discount deals, and gift certificates. The performing arts companies offering ticket discounts will have limited administrative capabilities within the software, which will allow them to directly manage their offer details and inventory, without necessarily having to go through our site administrator.

### **Phase Three:**

During this time we will introduce a My Theatre Club Buyers Card. This card will enable users to automatically secure discounts and deals at participating venues and businesses, simply by showing the card at the box office. We will eventually tie each member's activity to unique membership codes. Buyers Cards will not only give My Theatre Club members the benefit of convenience - it will also help us track member activity for the research purposes of ourselves, as well as participating businesses. Offering Buyers Cards will provide site advertisers with the enormous benefit of the extensive database of members' mailing addresses and other demographic data.

### **Phase Four:**

The Buyers Card will, in Phase Four, act as a refillable gift card and can be used for the purchase of tickets and other items through our internal E-commerce systems. We will also begin to offer a paid monthly VIP Patron membership that will allow its members special privileges and complete dinner/show packages each month.

Finally, we will develop a My Theatre Club iPhone application, with which users will be able to interact with the site and make on-the-go purchases with more ease than with the internet.

## **Finance**

### **How much money do we need?**

We are seeking a maximum of \$75,000 from the following Major Exclusive Corporate Sponsorships:

- **One Exclusive Corporate Sponsor for the Life** of My Theatre Club for \$75,000.
- **Three Exclusive Corporate Sponsors** (from non-competing industries) for 18 months for \$25,000 each.

- **Twelve Exclusive Corporate Sponsors** (from non-competing industries) for 18 months to “sponsor” one of the twelve current My Theatre Club functions: (Articles, Links, Shows, Events, Offers, Sponsors, Forum, Groups, Industry Classifieds, Blog, Videos, Audio) for \$7,500 each (Please note: a business may ‘sponsor’ more than one function.)

**Benefits for Major Exclusive Corporate Sponsorship:** exclusivity for your business, the positive identity that your company is a “friend of the arts”, the opportunity to brand your company within our niche market, and the ability to network and expand your client base through our members. Call us at 773-549-0227 with your questions about which Major Exclusive Corporate Sponsorship opportunity is right for your company. Or feel free to email us at [info@mytheatreclub.com](mailto:info@mytheatreclub.com).

**This money would be used as start up capital for the following:**

- Tech Development: A dedicated server, more computers, a plastic membership card-making machine.
- Staff: Coders, designers, writers, and data entry personnel.
- Online Advertising: Banner ads, pay-per-click Google AdSense ads, and listings in niche online publications.
- Printed Materials: Postcards, window decals for sponsoring businesses, banners and brochures.

*(Certain of the above items are pending sponsor funding and therefore may not be available for some time. – eg: **My Theatre Club Buyers Card** ad space, with the sponsor's logo appearing on each of the membership cards would cost a Sponsor \$10,000 plus \$3 per card after the first 500 cards.) Call 773-549-0227 for more info about the Buyers Card opportunity.*

**Cost Breakdown:**

|                        |                               |
|------------------------|-------------------------------|
| \$10,000-\$15,000..... | Designers' and coders' fees   |
| \$15,000.....          | National advertising          |
| \$6,000.....           | Plastic card-printing machine |
| \$4,000.....           | Printing costs                |
| <u>\$30,000</u>        | <u>Staff</u>                  |
| \$75,000.....          | <b>Total Budget</b>           |

We envision that the afore-described \$75,000 will be the only money needed to make the club viable. We do not anticipate needing another round of financing, as we expect that this site will after the initial round of financing be self-funding. Its revenue streams will include sales fees for tickets and gift certificates, sponsor memberships, online banner advertising, VIP memberships, and donor generosity.

## **Employees**

We have two employees at this time, Tom Williams and Peter Oyloe. Both are founding members. With additional capital we would be able to hire staff writers and editors to maintain a healthy daily flow of materials that would be of interest to our members.

## **Advisors**

We are constantly seeking feedback and conversation with people from all aspects of the theatre community. We also have an ongoing active dialogue with the movers and shakers on the business side of the performing arts forged out of many collective years in the industry. Therefore we have the ear of many influential and talented theatre artists as well as the theatre going public at large. So one might say we are certainly directly in touch with the voice of the theatre going community, often spending many nights of the week at performing events.

When times are good, **you should advertise**. When times are bad, **you must advertise**.

–Martino Flynn

# **My Theatre Club**

## **Media Kit**

### **Overview**

**My Theatre Club** is a social networking membership club designed to offer the opportunity to *share in the magic of live stage events*, including dramatic and musical theatre, revues, live concerts, opera, dance, ballet and cabaret entertainment. There is no other site like ours! **My Theatre Club** has all of the benefits you would expect from a social network and membership club, such as the ability to meet like-minded individuals, join groups, and interact with theatre industry professionals.

We have teamed up with the finest performing arts venues in your area to offer our members a variety of special packages designed to enhance their live stage experience.

You will have access to frequently-updated information and offers, including ticket and restaurant packages, articles, reviews, and news.

Our philosophy involves offering low rates to advertisers, allowing them to make valuable offers to our members.

“Tell me, and I forget.  
Show me, and I remember.  
**Involve me, and I understand.**”

-Confucius

## How to advertise on My Theatre Club

There are several ways to advertise or market on MyTheatreClub.com

•**Banner Ads and Display Ads:** These are back...and very popular. Banner ads are typically located across the top or bottom of the site, or on the side, in smaller sizes.

•**Creating “Groups” or Networks:** Many companies create a “group” or network that people can join. It’s not about blatant advertising of their products or services, but rather about demonstrating and sharing their knowledge in their area of business (i.e. a publishing company might have a “Fantasy Writing Group,” or a landscaping company may have a “Home Gardening Group”). It’s a form of viral marketing – especially if you get a lot of people joining the group.

•**Creating Profiles:** Some companies go so far as to create their own profiles in the social network. Again, this is not necessarily about advertising products or services – in fact, most social network users probably wouldn’t connect with a profile that is trying to sell something. Profiles are similar to blogs - they allow a business to share their knowledge of a particular subject, and in some cases, bring a real person to the forefront to give the business a more personal appeal.

If you are creating groups or profiles, be prepared to spend time updating these on a regular basis. With niche sites like MyTheatreClub.com, you’ll be able to connect both theatre patrons and theatre professionals who have dedicated themselves to building *the world’s most purposeful community for the lovers of the theatre arts.*

### Which Social Network Should You Use?

Although MySpace is the most visited social network, Facebook gets more attention from marketers and is one of the fastest growing social networks. Should you choose one of these, or another site altogether? To increase awareness of your brand, try to spread your marketing funds over several social networks. Aim for the ones on which you think your target audience is spending a lot of time. Find out the ones where your competition is doing its marketing. (Consider [www.mytheatreclub.com](http://www.mytheatreclub.com)!)

## What people are saying about Online Social Networks like My Theatre Club

### **Catherine Holohan of Business Week: *Social Networking Goes Niche***

MySpace and Friendster's runaway popularity and exposure have helped spawn an array of targeted networking sites. Advertisers are noticing.

Debra Aho Williamson, a senior analyst at eMarketer, says a demand for more specific social networks, and the resulting targeted sites, is a natural outgrowth of MySpace and Friendster's popularity. "The inevitable reaction to when something gets too big? Leave for a smaller, more personal experience," Williamson wrote in an August report on social networking.

There are several reasons for the more targeted approach to social networking. One is the sheer popularity of sites such as MySpace and Friendster. As those sites have expanded and become among the Internet's most trafficked, some users and potential users have grown wary about exposing themselves to so many people. Some users would rather connect with people with whom they share common interests, such as hobbies or professional associations, other than knowing somebody who knows somebody who is listed as a MySpace friend.

### **Aliza Sherman: *From the Digital Marketer***

Do you think social networks are just a waste of time? Social networks aren't only about socializing for fun. They can be powerful tools for connecting with others in ways that can benefit your company.

#### How to Use Social Networks Professionally:

There are many ways that a social network can benefit you as an entrepreneur, including:

- Generating business leads.
- Cultivating strategic partnerships.
- Identifying potential vendors.
- Identifying -- and vetting -- potential employees.
- Extending your company's brand -- or even your own brand.

There are many other ways business owners are using social networks to enhance their work in ways that save them time and money and in some cases, even make them money

## **Getting the Most Out of Business Social Networks**

Even if a social network is geared toward entrepreneurs, it can take time to cultivate connections and turn those digital connections into fruitful business deals. Some social networking techniques you might use include:

1. Mining for contacts. Click over to view your contacts' profiles then click to view their contacts to see if there is anyone you might like to meet. Be selective, however, or you could come across as a spammer.
2. Keeping your status update updated. Use your status update to mention projects you are working on, people who you are looking to meet, or information you need for your work. You'll be surprised who is paying attention and the feedback you can receive.
3. Offering to make introductions. When you review your contact list, look for people who might benefit from meeting one another. When you help others make connections, they often return the favor.
4. Linking to your company site or blog. This may seem like a no-brainer tip, however, you'd be surprised how many people forget to add links to their company sites on their professional networks. Social networking should help drive people to your site so they can find out more about you.
5. Honing your profile. Continue to modify and update your social networking profile to remain current, concise, and compelling. Your social network profile is a first impression that can affect how people perceive you and your company.

Bottom Line: You don't need to join a lot of social networks to be effective. Stick to making the one you've joined a valuable business tool, and you should see positive results in just a few months

## **How to Advertise on Social Networks**

Yesterday I was asked to make a presentation about social networks to a direct marketing agency. The topic was "How to advertise in social networks."

I drew on the insights from some of my trusted sources of information and ideas. Together, I thought they provided a broad view of how companies should approach this new medium.

"We're headed for a major shift in online marketing, whereby users become "friends" with brands they relate to" (Tim O'Reilly)

Social media brings to the table several coveted building blocks that advertisers let slip a long time ago: trust, credibility, authenticity and, often, restraint. [It] thrives

because consumers trust other consumers more than advertisers, period. (Consumer Generated Media)

There are three basic approaches to advertise in a social network:

1. Corporate Member Profile: A profile of a company, real or fictional persona. Real world equivalent: Autograph signing by costumed actor
2. The MySpace Group: A group of MySpace members, administered by a leader. Real world equivalent: suggestion box, town hall meeting, focus group, mailing list
3. Branding MySpace: Pieces of code that add background images, icons, video, audio cursor icons, slideshows and color schemes to member profiles. Real world equivalent: Branded giveaways.

(e-fluentials, Burson-Marsteller's blog)

All the rules of viral marketing apply to advertising in social networks: success bears no relation to investment; it does not have a timeline (so it calls for a different type of planning); number of views bears little relation to reach or impact (more people hear about it than view it).

The best approach is to:

1. Experiment: Treat it as an innovation exercise – expect failure, so “fail faster so you can succeed sooner”.
2. Monitor: Measure how consumers are reacting to the message – there are many tools to measure social media behavior
3. Respond, Amplify: When things take off be ready to respond, participate and engage in the ensuing conversation; prepare to amplify what's happening.

### **Marshall Kirkpatrick, ReadWriteWeb:**

“What is a social network? Typically, it's just a website that offers users a profile page, the ability to publish to the web, to add other users as friends and to send user-to-user messages, or site-mail.”

**<http://socialshakers.com>:**

According to Three Minds, Niche Sites have a bright future. Of the \$920 million spent this year to advertise on social networks in 2007, 8% went to niche sites. Initially, Emarketer forecasted this amount to grow to 10 % in 2008 and now it's going to be closer to 34%. For 2009, even in a tough economy, eMarketer research is forecasting a

healthy 10% growth. And inside Social Networking sites, niche sites are growing even faster.

(Keep in mind that [www.mytheatreclub.com](http://www.mytheatreclub.com) is the only major social network membership site that unites theatre patron with performing arts professionals and theatre companies.)

By centering the underlying community strategy around a specific “social object” (Yatch Owners and Crew members, Latinos, Small Businesses, specific industry professionals such as theatre patrons or theatre professionals, etc) or a target audience (55+, moms), design and functionality can become more customized and more in-tune with the ideal user.

Pros

- The easier a tool is, the more likely I’ll use it
- Design tailored for specific age, taste, or culture
- Information architecture based on niche content

On a music community or a theatre community, a person's actions will likely be focused on browsing and matching up with people with similar tastes in order to discover new music or theatre interests. On a political or a career community, a person's connections to people become far more important than any other activity in the system. It’s important that Niche sites custom their features to their audiences and it’s important that your Social Networking Software is flexible enough to allow you to do it.

## Niche Social Networks

The numbers might be fewer in niche social networks, but the messages and activities can become more targeted. The data collected in profiles can become more aligned with the user information the brand is trying to collect. Something can even be said about the need to develop your own analytics package giving brands the opportunity to really evaluate how to measure community success, rather than banking on what data Facebook or MySpace have decided as relevant.

Pros

- More specific and targeted messages
- Possibility to define data to collect with Niche Site so data collected is more relevant
- Audiences and profiles better defined to tailor messages
- Fewer competitors

-Remember a few qualified leads is far better than a plethora of useless ones. The advantages of traditional marketing campaigns in social media are growing. Finding, enabling and growing that brand community, wherever it may be, is the key to success. The future is focuses on your niche consumer community!

## **Demographics of Theatre Patrons**

**Gender:** 59 % female, 41 % male

**Age:** median age: 45

19 % 24-34

17 % 35-44

29 % 45-54

23 % 55-64

**Education:** 88% college education

**Income:** \$77, 250 average household income

**Investments:** 86 % own investments

**Automobiles:** 68 % own 2 or more cars

**Employment:** 49 % professional,

14% academic

22 % thespians

17 % retired

**Leisure Activities:** 86 % eat out more than 3x/week

73 % go on 2 or more vacations per year

79 % enjoy music

78 % read often

56 % enjoy art

44 % enjoy conversation over coffee

39 % enjoy cooking

## Who Are We?

### **Founders: Tom Williams (Advertising Manager) and Peter Oyloe (Chief Creative Officer)**

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Put simply, we love theatre. And you love theatre. So let's get together and Go See A Play This Week!

**Final Thoughts:**

A few qualified leads is far better than a plethora of useless ones. The disadvantages of traditional marketing campaigns in social media are growing. Finding, enabling and growing that brand community, wherever it may be, is the key to success. The future is niche marketing!

Through the unifying interest of theatre with its traditionally highly educated and thoughtful consumer base we have the potential of out nationwide to the 12,000+ Theatre Companies, the hundreds of thousands of Performing Artists and the millions of Theatre Patrons who actively go to theatre on a regular basis. It is very safe to say that there is an ample target audience who is just waiting to be rewarded with the many benefits of My Theatre Club and who will then become a loyal consumer base for the businesses that so their support of a highly valued artform!

Call or email us to discuss uniting your company with our social network theatre club. My Theatre Club is the next new wave on the Internet. Don't wait—get involved today!

Phone: 773.549.0227

Email: [info@mytheatreclub.com](mailto:info@mytheatreclub.com)

Website: [www.mytheatreclub.com](http://www.mytheatreclub.com)

**STANDARD MY THEATRE CLUB AD SIZES**  
(Custom Ad Opportunities Available by Arrangement)

LEADERBOARD (728 x 90)

MEDIUM BANNER  
(468 x 60)

MEDIUM BANNER  
(160 x 160)

THEATRE AD BANNER  
(200 x 200)

LARGE  
SKYSCRAPER  
(160 x 600)

LEADERBOARD (728 x 90)