

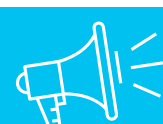
# Summer Stock Checklist

Kids aren't the only ones eager to burst into summer fun! Summer stock is just around the corner and ready to go. Warmer weather means the return of zany rehearsals, excited actors, bustling costume shops, and community fundraisers. For many theaters, this is the highlight of the year and your most important time in the limelight. But, is your theater ready to put its best artistic foot forward and earn that standing ovation?

Here's a quick checklist of activities, engagements, and plans that will ensure your summer stock is a surefire hit:



## Create buzz with social media



Actors want you to see their auditions. The new self-tape world means TikTok and Instagram are flooded with audition videos in the hopes of getting seen and spreading a bit of musical theatre joy. If The Muny (an A list professional theater) can go viral with their auditions, why not you? Even if you don't hit the top tag of the week, a fun social media trend is a great way to engage with performers and spread the word about your season.



## Don't keep all the fun on stage



Your theater might not be the toast of Broadway, but the community always wants to meet amazing talent. Schedule shows with talk-backs or post-show meetups with your casts. Especially for any young audience members, your show might be their very first time at a theater. Meeting Belle from Beauty and the Beast is a rockstar moment that'll keep them coming back year after year.



## Partner with local businesses



Theatre is a social event. For some families, seeing a show is a huge treat that involves a nice dinner out and a post-show drink. If your audiences are going to be looking for restaurants or activities near your theater, why not help them out? Work with local businesses to create sales opportunities for all. Whether it's a local dinner-and-a-show discount or matinee crafts with your local craft store, partnerships bring the community together and create incredible theater awareness.



## Inspire the future of theater



Summer stock actors work long days, but if you can make the scheduling work, let your cast share their talents with local students. A lot of summer stock actors just completed college or are starting their careers. Between talent and insight, they have a lot to offer. Many also come with unique skills! Invite local students to participate in specialized classes from Shakespeare, to clowning, to stage combat. They'll more than likely run home and demand a ticket to see their favorite teacher in action on your stage.



## Teamwork makes the dreamwork



Chances are, you know what it's like to work long into the night so the sets and costumes are ready for the next day. Simplify your life by involving your community. If you don't have a local summer camp, invite kids to help. They might not be ready to handle hardware, but if you have an entire forest to create, kids will be thrilled to help out with glue and green paper in hand.



## Take everyone backstage



Everyone loves to go behind the scenes. If your theater uses social media, be sure to spotlight your cast and crew. Ask them about their silliest moments in shows, have them show sneak peaks, and let your audience in on the fun. People love theatre because they get to be a part of it, so let them in.



## Bring the glamor of the red carpet



Award shows seem like another world to most of us, but you can put together a great step-and-repeat photo opp with your local craft store and crew. Audiences love taking memorable photos with engaging themes. What's more, they'll probably share their red carpet moment with their friends and family. They might even come back for a second show — after all, little Billy wasn't prepared for a star moment the first time. The second time, he'll be ready to go in his best suit.



## Keep the excitement going all year round



Even if your theater doesn't have year-round shows and activities, you can still engage your audiences. Let your patrons vote on the shows they want to see, release highlights from past shows every month, and offer online masterclasses with past performers and crew members. You have enough to do when summer rolls around. Make your marketing life easier by keeping your audiences bursting to get back to their seats.

On The Stage is a complete, free-to-use logistical solution for anyone producing theatre and is the perfect addition to your summer stock production.

We offer Broadway's best practices, made easy and accessible!

Customized Production Websites • Integrated Ticketing and Merchandise Sales • Clear and Easy Reporting • Professional Show Program Generator • Fundraising Suite • Fully Interactive Seating Assignments • Complete Design and Marketing Packages

## Don't let the summer months go to waste

[BOOK A DEMO](#)

It's time to empower your organization with the production tools, technology, and fundraising capabilities to control your own creative destiny.

