

Marketing & Promotions

Year-end Report

2004/05 Promotions:

Promotion of the 2004/05 season included:

- ♦ 250 posters for all mainstage shows and distribution of those posters throughout the city;
- ♦ approx. 30 posters for both one-act play events;
- ♦ advertising in both the prairiedog and Leader Post newspapers for auditions and performances of all mainstage plays;
- ♦ radio advertising of each mainstage play on Z99 radio.

At the beginning of the 2005 calendar year, the Director of Bar and Greenroom, Andrea McNeil, and I submitted a proposal to the board for enhancing promotional material for RLT. The board approved a sub-committee, that included me, Andrea, the president and the vice-president, to do further work on the proposal.

From this sub committee, the following initiatives were developed:

- ♦ full-colour posters for all mainstage shows;
- ♦ refreshed look of advertising materials;
- ♦ refreshed look of mainstage programs, including the use of actor & crew headshots in the programs;
- ♦ a volunteer party at the end of the season to thank all active members for their participation, and to announce the winner of the SJ Goodfellow Award (the Sammy) and the upcoming season.

In order to balance the additional cost of the new initiatives, the sub committee suggested the use of a raffle at some or all mainstage shows. Two raffles were held last year and generated a considerable amount of revenue (as per financial statements) and have since been turned over to the Director of Box Office, Shanna-Marie Tice.

Approximately 60 people attended the volunteer party and the board considered it to be a success. I suggest we continue with this initiative, as it provides us an opportunity to thank our active members.

RLT Website

Over the summer, I assisted with the maintenance of the website, and gave it a refreshed look, as per the suggestions/research of the sub committee.

Upcoming season recommendations

- ♦ I recommend we continue to look at methods of promoting RLT to youth, as well as those aged 30-50.
- ♦ I recommend we not use the radio (Z99) to advertise the plays, as we have not seen an increase in the number of attendees and it is a substantial cost (\$4900 per year).
- ♦ Prairiedog magazine has agreed to be RLT's media sponsor for the season and will provide all advertising at a reduced price. I recommend we rely on the prairiedog to advertise events moreso than the Leader Post (but not exclude LP entirely), as the Leader Post is more expensive, and the prairiedog hits our target audiences.

Respectfully submitted,
Colleen A. Hawkesford

September 6, 2005