



# ACT FAQ Sheet

## **How many posters and postcards are printed for each mainstage show?**

ACT prints 800 large and small posters along with 10,000 postcards for each mainstage show.

## **Where are the posters and postcards distributed and how?**

Head to nearly any neighborhood in the Seattle area and chances are you will find marketing materials from ACT. Thanks to our incredible Street Team – a group of 20 volunteers dedicated to getting the word out about our shows – we are able to reach every neighborhood 4-6 weeks prior to the opening of an ACT show.

## **How many people are on the press distribution list?**

We have just over 500 press contacts on the list ranging from the Seattle Times and KUOW to independent arts bloggers.

## **What is an e-News Blast?**

E-News is a way to keep our patrons and supporters up to date on all the events and shows here at ACT. This communication is sent electronically twice monthly.

## **How many people receive your e-News Blast?**

16,000 email addresses and growing strong.

## **How much web traffic does ACT receive on a yearly basis?**

Web traffic varies from month to month based on how many shows are being produced in our building. Here's a snapshot:

November 2009: 29,000 visits with 108,000 page views (Christmas Carol & subscription renewal)

July 2009: 20,000 visits with 71,000 page views (mid season average)

February 2010: 15,000 visits with 50,000 page views (two months prior to mainstage season start)

## **What social networks are you involved with and what is your reach?**

Our communications team leads the industry in social networking. We are highly active on Facebook and Twitter with a combined total of 3,768 (and growing) friends, fans and followers. We are constantly updating our social media outlets and have found this to be an incredible way to reach our younger audience base.

**ACT FACT:** ACT was recently rated the #1 LORT Theatre at effectively utilizing Twitter as a social marketing tool, by a study from Yale School of Drama.

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## **What is a Tech Talk?**

Tech Talk is a special donor benefit where our Technical Director, Costume Director and Director of Production come and talk about what it took to put together the current show. Later, patrons are welcome to watch 30 minutes of a technical rehearsal. This is a reception event with food and wine.

## **What are the deadlines for making sure my logo receives placement on the poster/postcard?**

For all printed materials, we would need your logo twelve weeks prior to the shows run to ensure our print deadlines are achieved. Please call for deadlines pertaining to the season brochure.

## **How do I claim my benefits?**

To redeem all other benefits or to arrange your reception, please contact Sarah Abel, Special Projects Coordinator: (206) 292-7660 ext 1330 or [sarah.abel@acttheatre.org](mailto:sarah.abel@acttheatre.org)

Once your sponsorship payment is received, we will give your company a discount code to purchase tickets at the reduced rate. Ticketing can be reached by calling: (206) 292-7676 or on our website: [www.acttheatre.org](http://www.acttheatre.org)

## **How do I choose a show to sponsor?**

Are you planning a promotion during a certain time of year? Does a particular show fit the mission of your company? Give us a call if you need help deciding. We're happy to help.

## **What are VIP tickets to the opening night dinner and show?**

We offer opening night dinners to our donors above a certain level of giving. The dinner is usually held in a venue at ACT prior to the opening night performance. This is an opportunity to mingle with ACT's board members, major donors to the theatre and other influential people within our community. Best available seating for the performance is given to our corporate sponsors for that evening.

## **I have a different idea on how ACT and my company can partner at a sponsorship level. Are you open to ideas?**

Absolutely! We are always looking for new ways to partner. Please contact Jennessa West, Associate Director of Development: (206) 292-7660 ext 1330 or [jennessa.west@acttheatre.org](mailto:jennessa.west@acttheatre.org)