

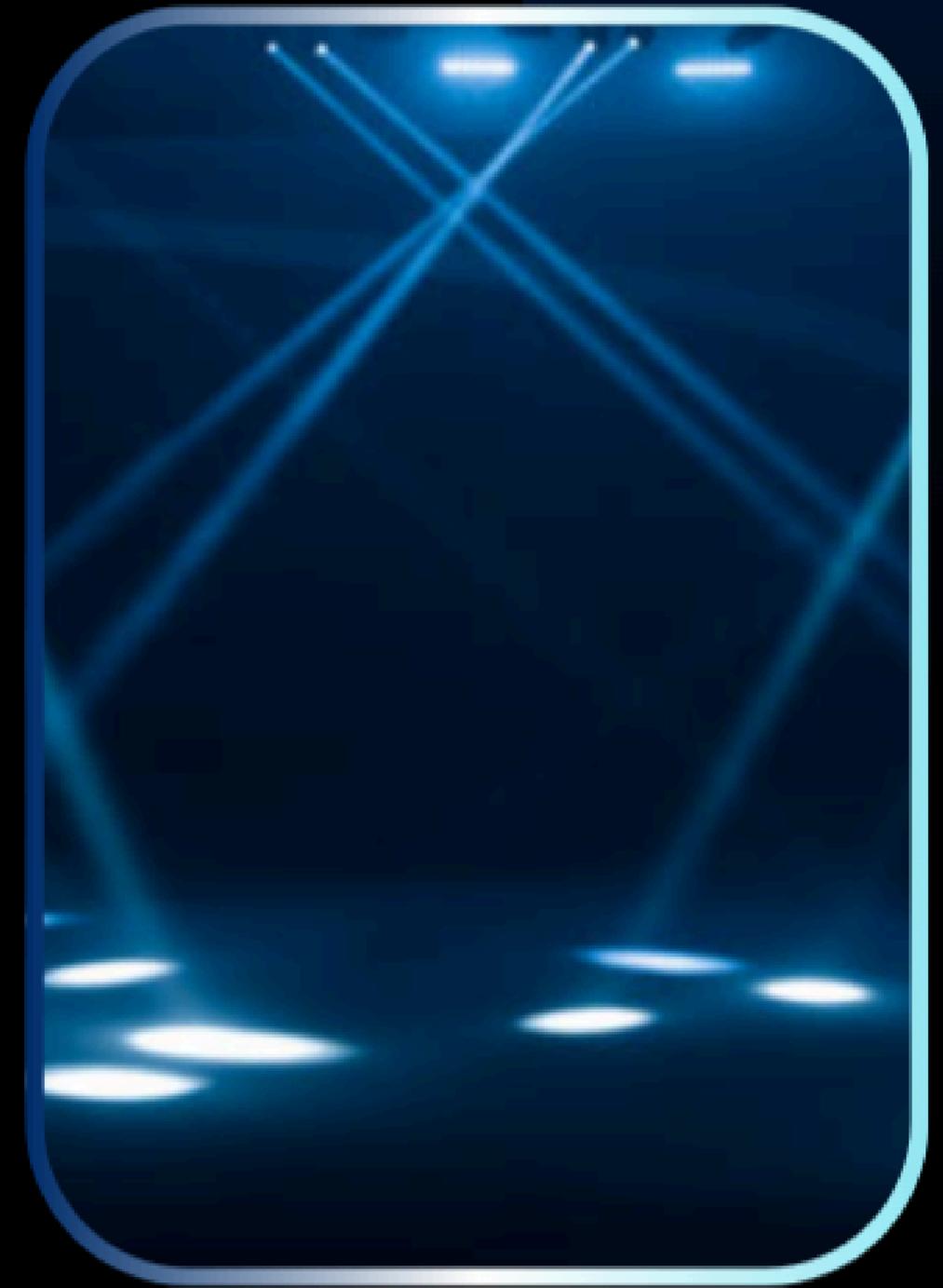
# BROADWAY SERIES & CONCERT BOOKING SERVICES



**Unlock a dynamic partnership  
to bring world-class Broadway  
productions and live  
performance experiences to  
your venue.**

# EXECUTIVE SUMMARY

**With extensive experience in presenting and promoting touring Broadway productions across the country, our services include curating and booking a full Broadway Subscription Series to co-promoting concerts and live events to diversify your programming and expand your audience reach.**



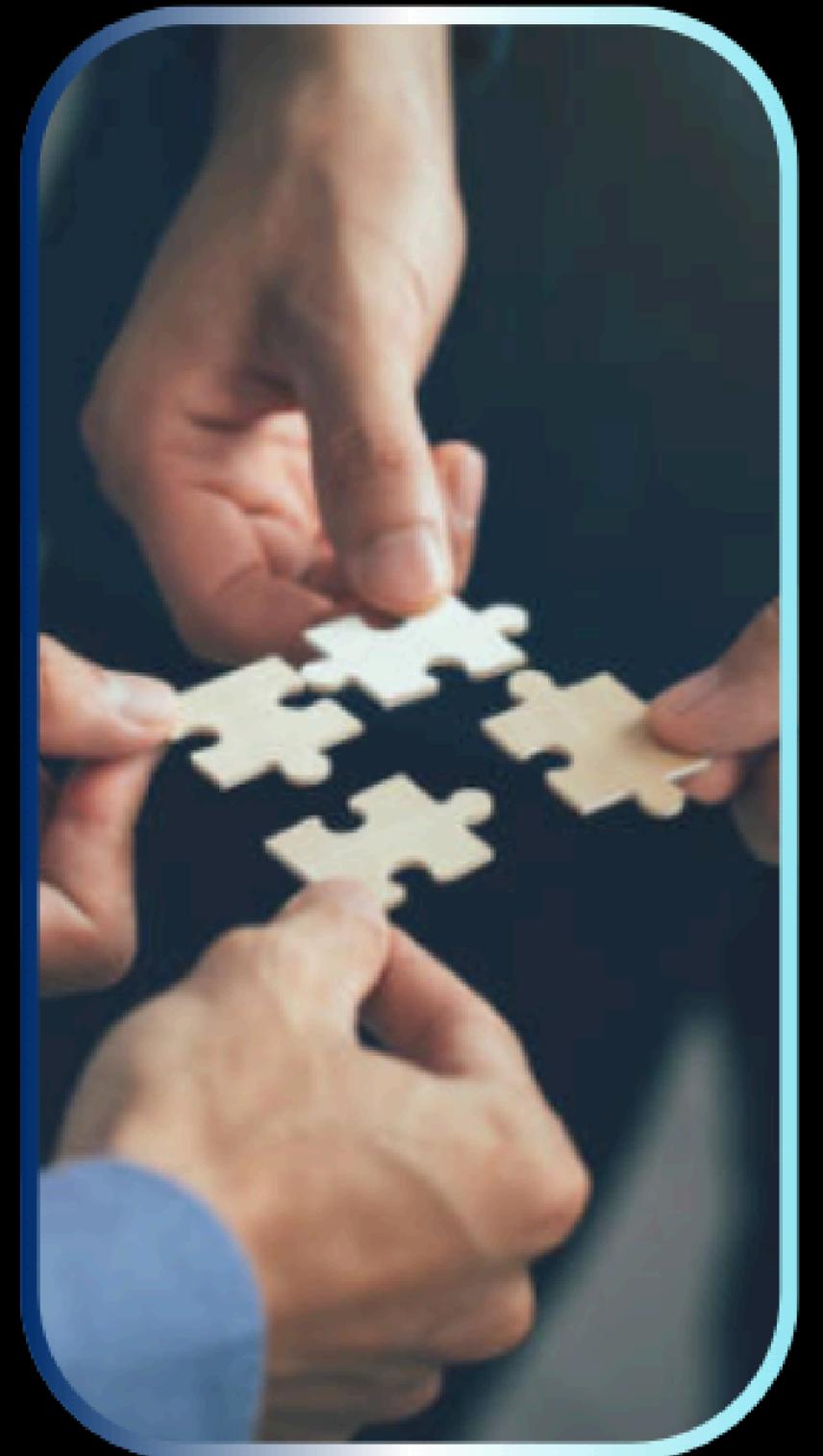
# WHY PARTNER WITH US?

**DECADES OF EXPERTISE PRESENTING TOURING BROADWAY AND LIVE ENTERTAINMENT.**

**PROVEN SUCCESS IN BUILDING LOYAL SUBSCRIBER BASES.**

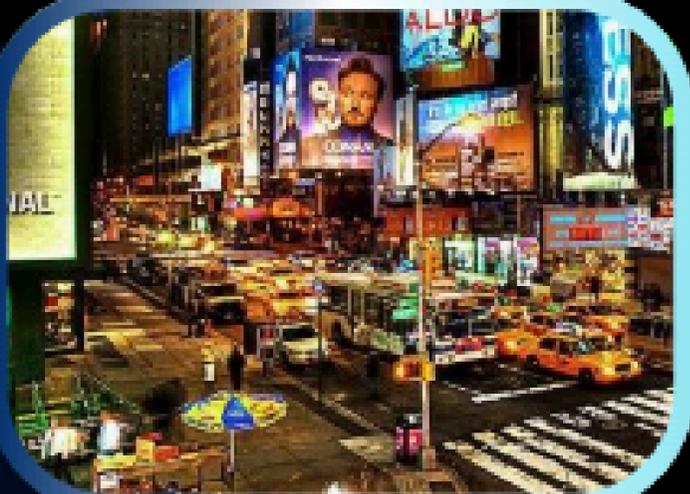
**SCALABLE SERVICES TAILORED TO YOUR VENUE'S SIZE AND MARKET.**

**STRONG INDUSTRY RELATIONSHIPS WITH PRODUCERS, AGENTS, AND TOURING COMPANIES.**

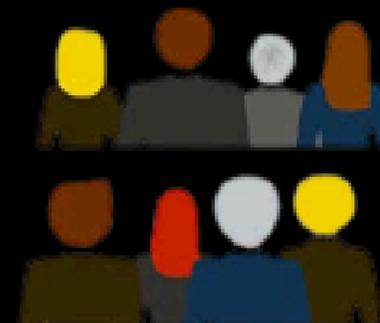


# WHAT WE OFFER

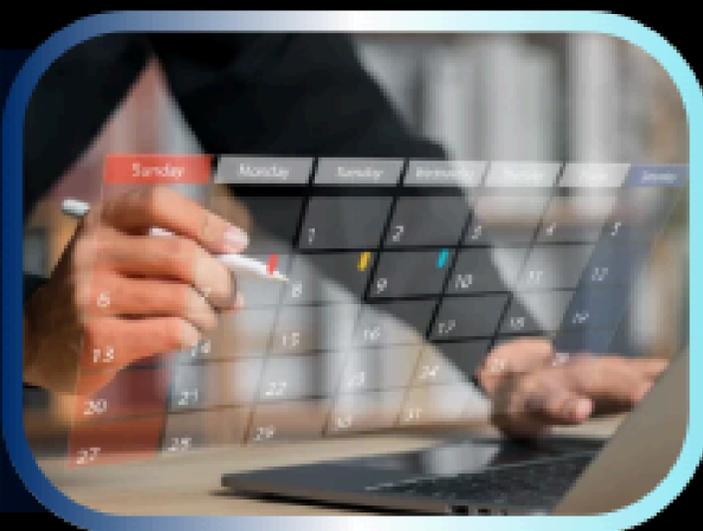
**Broadway  
Presentation  
Services**



**Marketing &  
Audience  
Development**



**Booking  
Services**



**Production &  
Operational  
Support**



# Broadway Presentation Services

## Full-Season Broadway

Development of a full-season Broadway series tailored to your venue and audience.

## Flexible Models

Flexible subscription models (i.e., 3-show, 5-show, or custom packages).

## Full-Service Support

- Booking and rights management
- Season planning and scheduling
- Subscriber marketing and retention strategies
- Co-branded promotional campaigns

## Optional Enhancements

Optional enhancements: pre-show talks, meet-the-cast events, and educational outreach.

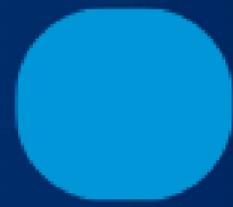




## Booking Services Only

- **For venues that manage their own production and marketing**
- **Access to our curated roster of Broadway and non-Broadway tours.**
- **Offer negotiation and artist coordination.**
- **Optional support available for, marketing, ticketing and production.**





# Broadway Booking Services

- **A la carte booking of individual Broadway touring productions.**
- **Ideal for venues that want to supplement existing programming or test Broadway demand.**



## **Services Include:**

- **Artist and tour availability research**
- **Contract negotiation and booking logistics**
- **Coordination with tour producers and technical teams**
- **Optional add-ons: production support, marketing assistance, and ticketing integration**



# Non-Broadway Booking Services



- **Access to a wide network of national and regional acts:**

## National & Regional Acts

- **Music (pop, classical, jazz indie)**
- **Comedy and spoken word**
- **Dance and Cultural performances**
- **Family and educational programming**

- **Custom booking to fill calendar gaps or target niche audiences.**

# Marketing & Audience Development

- **Co-branded marketing campaigns and digital assets.**
- **Subscriber acquisition and retention strategies.**
- **Community engagement, education, and outreach programming.**



# Production & Operational Support

- **Technical rider management and advance coordination.**
- **On-site logistics, artist hospitality, and production management.**
- **Management of show settlement with venue.**



# THE AMERICAN THEATRE GUILD EXPERIENCE



**COLORADO SPRINGS**

Pikes Peak Center



**BIRMINGHAM**  
BJCC



**KANSAS CITY**

Kauffman Center & Music Hall



**WICHITA**

Century II Concert Hall



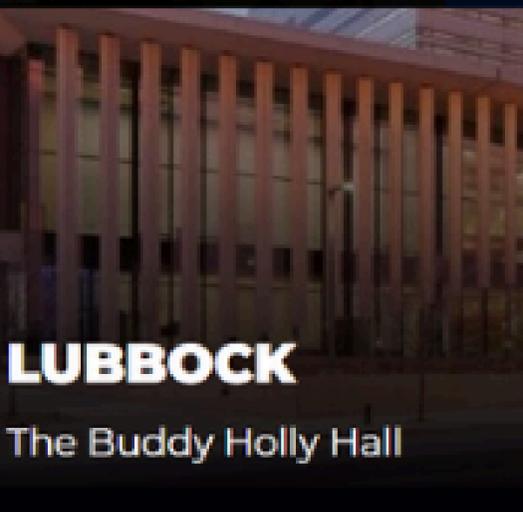
**THOUSAND OAKS**

Bank of America Performing Arts Center



**SHIPPENSBURG, PA**

Luhrs Center



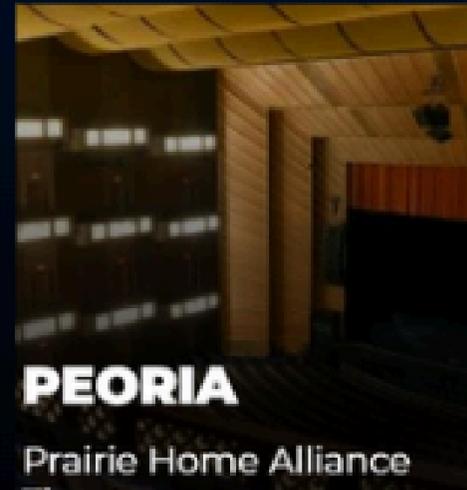
**LUBBOCK**

The Buddy Holly Hall



**MELBOURNE**

King Center for the Performing Arts



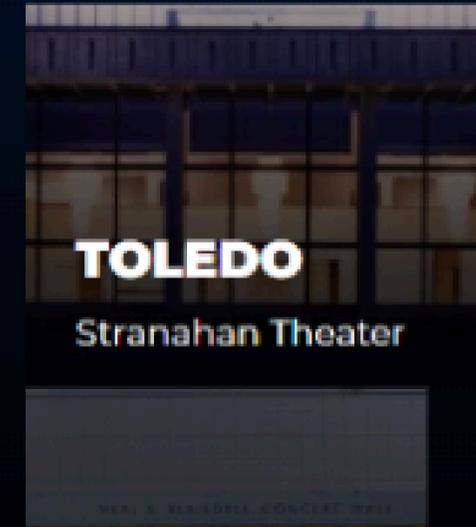
**PEORIA**

Prairie Home Alliance



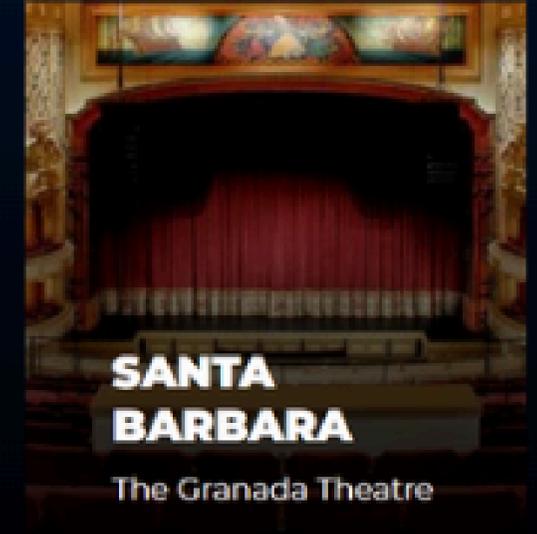
**SOUTH BEND**

Morris Performing Arts Center



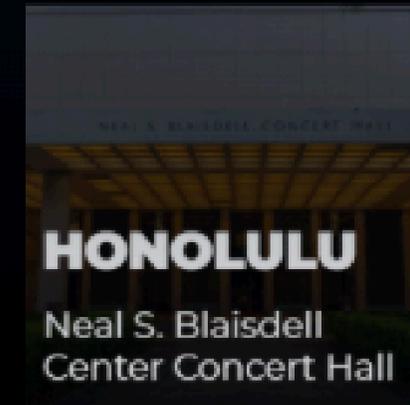
**TOLEDO**

Stranahan Theater



**SANTA BARBARA**

The Granada Theatre



**HONOLULU**

Neal S. Blaisdell Center Concert Hall

More than 25 years in the industry, presenting full seasons, fulfillment, booking services and co-promotions in various cities across the country.

# **PARTNERSHIP MODELS**

- **FULL SERVICE**
- **SUBSCRIPTION REVENUE SHARE**
- **FLAT FEE BOOKING**
- **CO-INVESTMENT IN MARKETING AND  
AUDIENCE DEVELOPMENT**
- **PRODUCTION SERVICES**



# **WHAT'S NEXT ?**

- **SCHEDULE A CALL TO ASSESS YOUR VENUE'S NEEDS AND GOALS**
- **CUSTOMIZE A BROADWAY SERIES PROPOSAL WITH OPTIONAL ADD-ONS**
- **LAUNCH PLANNING AND MARKETING TIMELINE**

**CONTACT OUR  
TEAM TODAY**



**[Programming@americantheatreguild.org](mailto:Programming@americantheatreguild.org)**

**816-631-9660**