

ANNUAL UPDATE

APRIL 2019



AWARD-WINNING LIVE THEATRE

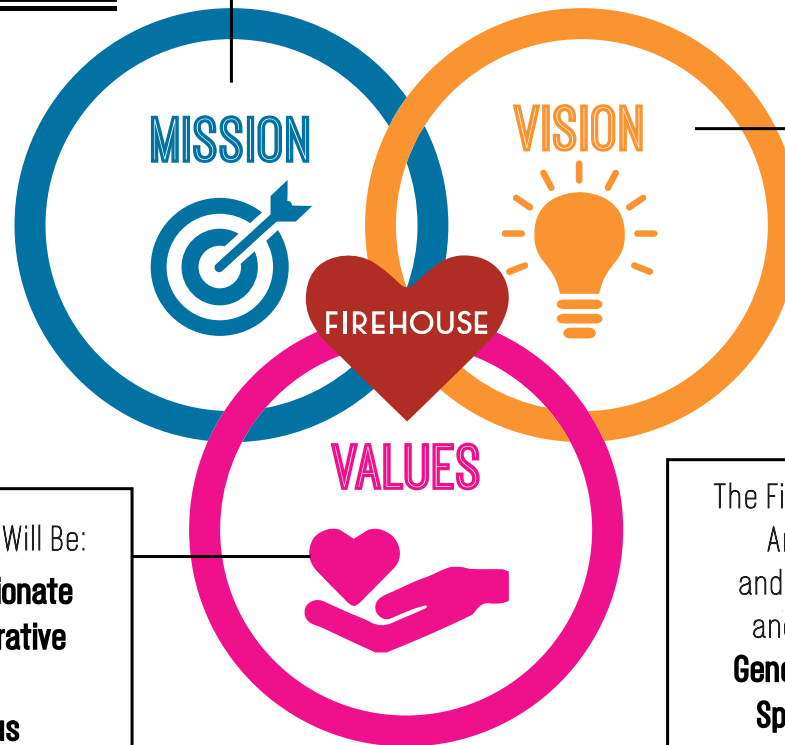


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The Firehouse Theatre presents
Imaginative Live Performances
and **Training** through
Engaging Artistic Expression.



In All That We Do, We Will Be:

Inspirational Passionate
Inclusive Collaborative
Professional
Friendly Joyous

The Firehouse Theatre is an
Artistic Community
and Catalyst for Growth
and Education where:
Generations are Inspired
Spirits are Nourished
Thoughts are Challenged

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2019 THEATRICAL SEASON

TENNESSE WILLIAMS' **THE GLASS MENAGERIE**

1/17/19-1/27/19

Sandy Wilson's 1920'S MUSICAL *The Boy Friend*

2/14/19-3/3/19

AHRENS & FLAHERTY'S **ONCE ON THIS ISLAND** 2018 TONY AWARD WINNING BEST MUSICAL REVIVAL

3/28/19-4/14/19

STEVE MARTIN & EDIE BRICKELL'S **BRIGHT STAR**

5/23/19-6/9/19

ABBA'S **MAMMA MIA!**

7/17/19-8/11/19

ANDREW LLOYD WEBBER'S **CATS**

9/5/19-9/22/19

HENRY KRIEGER & BILL RUSSELL'S **SIDE SHOW**

10/24/19-11/10/19

THE WIZARD OF OZ *The Holiday Family Concert*

12/5/19-12/22/19

WWW.THEFIREHOUSETHEATRE.COM

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Dallas Sections Shows Chat Boards Jobs Students Video Industry

BWW Review: THE MUSIC MAN Delivers River City, Iowa to The Firehouse Theatre!

by Amanda England Aug. 14, 2018

[Tweet](#) [Share](#) [Email](#)



Cast of THE MUSIC MAN at The Firehouse Theatre
(Photo credit: Pendleton Photography)

The fun, fast-paced musical - THE MUSIC MAN - ends its run at The Firehouse Theatre this Sunday. This tale of the smooth-talking traveling salesman Harold Hill (**Max J. Swarner**) is entertainment the whole family can enjoy!

The first scene of this show sets the bar high, with a talented ensemble of traveling salesmen hitting every beat as they speculate about the best ways to make a sale -

displaying impressive rhythm and creative choreography (Bethany Lorentzen). Throughout the show, both the choreography and lovely vocals from the entire cast continue to meet the high standards of the first number.



Max J. Swarner as Harold Hill
(Photo credit: Pendleton Photography)

The leading actors in this show both give remarkable performances. In his director's note, **Bruce R. Coleman** writes, "Marian is one of the best written characters to ever grace this artform", and it is hard to disagree after watching Mindy Bell's portrayal of the librarian. Bell provides the character a sincerity and depth that might be lost in a less skilled performance. Meanwhile, **Max J. Swarner** lends the trickster Harold Hill just enough innocence and good humor to make him likable.



Dallas

Dallas Sections Shows Chat Boards Jobs Students Video Industry

BWW Review: WHITE CHRISTMAS Delights at The Firehouse Theatre

by Christina Hoth Dec. 5, 2018

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The weather outside was indeed frightful, a 70 degree day followed by fitful storms, but *White Christmas* inside the Firehouse Theatre was, exactly as their curtain speech quipped, simply delightful. If you weren't lucky enough to attend opening night, patrons were greeted with a gaggle of young carolers and a food truck toting Beignets and Café Au Lait! A perfect start to a stellar family evening.

Dallas Sections Shows Chat Boards Jobs Students Video Industry

BWW Review: THE GLASS MENAGERIE Glistens at The Firehouse Theatre

by Zac Thriffiley Jan. 19, 2019

[Tweet](#) [Share](#) [Email](#)



With the dawn of the new year comes an opportunity to reflect on our pasts. We make resolutions and finally commit to pursuing our hopes and dreams. Perhaps we finally decide to quit our dead-end jobs or put ourselves back in the dating scene after so many months or years away.

The characters of THE GLASS MENAGERIE resolve to better their lives in such a way only to discover pain and heartache that they never could have imagined. **Tennessee Williams's**

moving drama is running at The Firehouse Theatre through January 27.

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TheaterJones

NORTH TEXAS PERFORMING ARTS NEWS

REVIEWS



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Sections



Calendar



Insider



Social

Review: *Aida* | The Firehouse Theatre

Written in the Stars

Thanks to Imani Ani in the title role, the musical *Aida* is worth a revisit at the Firehouse Theatre.

by [Joel Leggett](#)

published Monday, September 10, 2018



Review: *The Boy Friend* | The Firehouse Theatre

Flappers 4Ever!

Sandy Wilson's buoyant *The Boy Friend* is a frothy, flirty homage to the roaring '20s at Firehouse Theatre.

by [Martha Heimberg](#)

published Thursday, February 21, 2019



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To The Firehouse Theatre:

I would like to thank The Firehouse Theatre for presenting Once on this Island. I had never seen a show at this theatre but I had the privilege of seeing this production on Opening Night. To say the very least, I was absolutely stunned!!!! This show possesses so much talent from Ti Moune to the Gods to the storytellers to the pit. The chemistry between Ti Moune, Ashley, and Daniel, Jonah, was wonderful. The storytellers really made me feel as if I were apart of the story. The choreography was MAGNIFICENT!!!! THE VOCALS!!!!!! Every run, every riff, every ornament was strategic placed. Need I say more? I loved this story so much and this production made me love it even more than I thought I could. I was literally moved to tears by the end of the performance. So thank you so much for producing this beautiful story. Please continue to create amazing stories.

With love,

Jay Deveraux

Jenna Hart-Hadar I took my son (11) last night. He is a huge broadway fan (as am I) we were both crying at the end. He said "that is the best show I've seen at a Community theater" He then spoke about all he loved the entire way home, "mom did you see the way the costumes for the Gods became more elaborate throughout the show?" "Did you hear the harmony at this moment" "Mom what kind of dancing were they doing?" "Mom, did you see at the end she was sprinkling leaves, like a tree" on and on and on. we both absolutely loved every moment. But watching the magic your brought move my son, is such a wonderful treat. He will remember your show forever.

The reviews are coming in!
"the cast's energized performance of this thought-provoking piece was spot-on. Exceptional choreography combined with authentic costuming and a wide range of rich vocal talent make this a must-see show for theater lovers in the DFW area." - Shawn Stalter, Contributing Critic for [On Stage Blog](#)

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SPECIAL ENGAGEMENT

MAY 3, 4, 5



JOSH SASSANELLA
Book/Music/Lyrics

Josh was born and raised in Auburn, Indiana where he quickly fell in love with theatre. After working numerous productions around the world, (*Mamma Mia!*, *Xanadu*, *Rent*, *Smokey Joe's Cafe*, *High School Musical 1 and 2*) including two Broadway productions (*Rock of Ages*, *Spider-man: Turn Off The Dark*), Josh has now turned his focus to writing. His first musical, *Empty City*, is currently in development and his award-winning revue, *Forever Young*, is running 9 months of the year in Branson, Missouri as well as touring the US. Josh is also proud to be working in conjunction with Dick Clark Productions and Big Block LA on *A Way Out*.

Meet The Team

TONY LEPAGE
Book

Tony is originally from Fredericton, New Brunswick, Canada, but moved to NYC five years ago as a member of the Broadway cast of *Rock of Ages* and is currently a member of the original company of *Come From Away*. His writing credits include *Plastic: The Musical* selected to headline the Notable Acts Theatre Festival in Canada, and is currently working with The Phoenix Theatre and the multi-Grammy award-winning band Air Supply to produce the world premiere of his musical *Sweet Dreams* in 2019. He is also working in conjunction with Dick Clark Productions and Big Block LA on a new reality game show he and Josh Sassanella conceived, called *A Way Out*.



KIMBERLY GRIGSBY
Music Director

Kimberly Grigsby's music directing/ conducting credits include, on Broadway: *Amélie* (music by Daniel Messé); *Spider-Man: Turn Off The Dark* (music and lyrics by Bono and The Edge); *Spring Awakening* (music by Duncan Sheik); *The Light in the Piazza* (lyrics & music by Adam Guettel); *Caroline, or Change* (music by Jeanine Tesori); *The Full Monty* (lyrics & music by David Yazbek); *You're A Good Man, Charlie Brown*; and *Twelfth Night* (music by Jeanine Tesori); and Off-Broadway: *The Fortress of Solitude* (music and lyrics by Michael Friedman); *Here Lies Love* (music & lyrics by David Byrne); *Coraline* (music & lyrics by Stephin Merritt); *Mother Courage and Her Children* (music by Jeanine Tesori); *Two Gentlemen of Verona*; *Songs From an Unmade Bed* (various composers, lyrics by Mark Campbell); *The Immigrant* (music by Steven Alper); *Radiant Baby* (music by Debra Barsha); and *Twelfth Night* (music by Duncan Sheik). Ms. Grigsby holds degrees from Southern Methodist University and Manhattan School of Music.

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SPECIAL ENGAGEMENT

MAY 3, 4, 5

thefirehousetheatre.com


Calendar-TFHT Dropbox Apple Yahoo Google Wikipedia Facebook LinkedIn The Weather Channel Yelp TripAdvisor Production Cal Staff Cal

THE FIREHOUSE THEATRE

ABOUT TICKETS FIREHOUSE JR VOLUNTEER MEDIA DONATE





Oswald

May 3rd, 2019 - May 5th, 2019




SPECIAL ENGAGEMENT - GENERAL ADMISSION Told through the eyes of Lee Harvey Oswald's now elderly widowed wife, this exciting new musical reveals two possible versions of the accused assassin's journey simultaneously. On one side of the story, we follow a troubled youth caught up in an impossible situation, which ultimately leads to the conspiracy theories many believe to this day. On the other, we watch a cold-blooded killer, driven mad by his unrelenting need to be remembered.

JOIN E-LIST VOLUNTEER DONATE



We are very thankful for our patrons, volunteers, actors, production staff, the City of Farmers Branch, and donors.

2535 Valley View Lane, Farmers Branch, TX 75234 | 972.620.3747 | [Directions](#)

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The Dallas Morning News

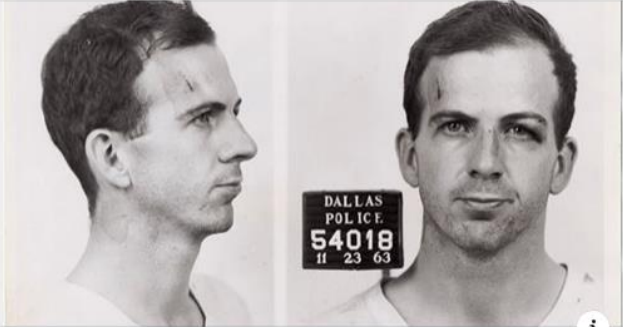
@dallasmorningnews

Home About Groups Posts Videos Photos Events Live Videos Community

Like Follow Share ...


**The Dallas Morning News**
March 21 at 7:30 PM · 🌐





The show will allow viewers "to see some of the events leading up to the assassination, in real time, with two different outcomes."



DALLASNEWS.COM | BY MICHAEL GRANBERRY

The musical 'Oswald,' with 27 songs and Broadway ambitions, will have its world premiere in Dallas

 🤔 🙄 117 63 Comments 55 Shares

 Like  Comment  Share 

ANNUAL UPDATE

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EDUCATION INITIATIVE



PRESENTED in PARTNERSHIP BY:



WHO: CFBISD ELEMENTARY ARTS ACADEMY STUDENTS
WHEN: MONDAY - FRIDAY 8:30AM - 4:30PM JUNE 3RD - 7TH
WHERE: R.L.TURNER HIGH SCHOOL AUDITORIUM
COST: \$25 *PARTICIPATION FEE
BRING: A SACK LUNCH AND DRINK EVERYDAY,
WATER AND SNACKS WILL BE PROVIDED

YOUR THEATRE TEACHER WILL SELECT A SPECIAL GROUP TO
HAVE THE LUCKY CHANCE TO PERFORM ON STAGE THIS SUMMER!

LEARN: CHOREOGRAPHY, CHARACTER DEVELOPMENT, STAGING,
SINGING, DAILY ARTS AND CRAFTS AND ACTIVE GAMES
LEARN ABOUT THE TEAMWORK IT TAKES TO PRODUCE
A LIVE MUSICAL!

TWO PERFORMANCES FOR FAMILY AND FRIENDS WILL
TAKE PLACE SATURDAY JUNE 8TH AT 1:00PM AND 4:00PM
TICKETS WILL BE \$12.00

VISIT THEFIREHOUSETHATRE.COM/DALMATIANS
OR CALL THE BOX OFFICE AT 972-620-3747
*PARTICIPATION FEE WILL COVER SNACKS AND COSTUMING COST




- Presented in partnership with CFBISD
- Featuring 101 kids from 4 Elementary Fine Arts Academies
- Cast leads thru normal audition process
- Utilize proven camp methods & techniques
- Performances at RL Turner HS Auditorium Saturday June 8th at 1:00 & 4:00 pm

ANNUAL UPDATE

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EDUCATION INITIATIVE


ALL STUDENTS ENTERING 3RD-8TH GRADE



acting OUT
IMPROV SUMMER CAMP

LEARN HOW TO STAND OUT IN CROWD &
ON THE STAGE. WORK WITH TALENTED THEATRICAL EXPERTS,
BUILDING TEAM WORK, PLAYING PHYSICAL GAMES, CHOREOGRAPHY
AND MASTERING IMPROVISATION TECHNIQUES THAT WILL
STRETCH YOUR BRAIN TO ITS CREATIVE LIMITS.
**EACH WEEK CAMPERS WILL WRITE THEIR OWN SCRIPT,
WITH A PERFORMANCE FOR FAMILY AND FRIENDS EACH FRIDAY!**

PRESENTED BY: **MONDAY-FRIDAY 8:30AM-4:30 PM**
WEEK 1: JUNE 10TH-14TH
WEEK 2: JUNE 17TH-21ST
WEEK 3: JUNE 24TH-28TH



COST: \$350 PER STUDENT/PER WEEK
\$50 SIBLING DISCOUNT
SCHOLARSHIPS AVAILABLE ONLINE!
BRING: A SACK LUNCH AND DRINK DAILY

FOR INFORMATION AND TO REGISTER PLEASE VISIT
THEFIREHOUSETHEATRE.COM/ACTINGOUT
OR CALL THE BOX OFFICE AT 972-620-3747

- 2018 - 33 campers (2017 -49 campers)
- 4 weeks of camp—12 campers repeated weeks
- 11 CFBISD, 7 Other ISD, 13 Private, 2 Overseas
- Involved 2 High School Mentors
- End of week performances provide opportunity to demonstrate skills learned

- 2019 – 45 campers (projected)
- Going back to 3 weeks of camp (+ 101 Dalmatians camp week)
- Performances at end of each week on Friday's at 5:00 pm:
June 15, 22, and 29

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UPCOMING 2019 FIREHOUSE JR. PRODUCTIONS



10 Shows from June 20–30



10 Shows from October 3-13

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APRIL 2019

THANK YOU TO EVERY SINGLE

VOLUNTEER

The Firehouse Community Theatre is made possible because of community involvement and support! Did you know that almost every person you come in contact with at FHT is a volunteer? People who volunteer their energy do so for many reasons: to learn new skills, to make new friends and to share the magic of bringing stories to life! There are lots of volunteer opportunities: house staff, technicians and administrative assistants. Everyone is important to FHT's operations. Whether it is for one hour or every day, we need you!

In 2018 at The Firehouse Theatre
275 volunteers gave over **7,200** hours
to support a variety of programs including
10 shows, ActingOut Youth Summer Camp,
Curtain Call Gala,
Civic League Tour of Homes,
Christmas in the Branch, and many others
and served over **15,000** patrons!

Value of over **\$150,000.00**



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JUAPRIL 2019

2017-18 OVERVIEW AND FB CITIZENS SERVED

➤ Season Tickets – Continue to Increase

2016 = 120

2017 = 150 +25% over 2016

2018 = 180 +30% over 2017

2019 = 225 +25% over 2018 (through 3 months)

➤ # Farmers Branch Citizens with Season Tickets

2017 = 75 (50% of TTL)

2018 = 85 (42% of TTL)

2019 = 95 (42% of TTL)

➤ Patrons in database –

2017 = 4,200 - # FB Citizens in database = 600 (15% of TTL)

2018 = 5,200 - # FB Citizens in database = 640 (12.3% of TTL)

2019 = 6,200 - # FB Citizens in database = 675 (10.9% of TTL)

➤ In addition to programming (shows, camps, in-school improvs, etc), numerous Farmers Branch Citizens are served by The Firehouse Theatre at the Farmers Branch Market, Civic League Tour of Homes, Christmas in the Branch, and a variety of other civic functions

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FARMERS BRANCH KEY PARTNERS

- City of Farmers Branch
 - Discover Farmers Branch – Presenting Sponsor – *Mamma Mia* (July 17 – Aug 11)
 - Economic Development
 - Parks Department - Christmas in the Branch Outdoor Skating Rink, Farmers Branch Market
 - Manske Library
 - Facilities Management Team
- Farmers Branch Chamber of Commerce
- Farmers Branch Rotary Club
- Farmers Branch Woman's Club
- The Civic League – Tour of Homes
- Brookhaven Country Club
- Early College High School at Brookhaven College
- C-FB ISD & Education Foundation
- 3 different Farmers Branch Churches allow us to use their space for rehearsals and auditions
- Corporate Sponsors
 - Beazer Homes, Discover Farmers Branch, Flexpress Digital, Walmart
- Season Advertisers
 - Farmers Branch: Alfa Dental, Bina Woodworking, Todd Bonneau Homes, Brookhaven Country Club, Eagle Gun Range, Edward Jones-Tyler Brownlee, Flexpress Digital, Gatherings by Beazer Homes, Goosehead Insurance-Bertrand Agency, Marshall's Bar-BQ, Mustang Station, North Dallas Veterinary Hospital, Nuevo Leon, Pendleton Studios-Jason Anderson, Petra Lending, The Victoria Restaurant
 - Metroplex: Amy's Studio of Performing Arts, El Rincon, Strong's Nursery, Two Guys from Italy

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Thank You!

NORTH TEXAS GIVING DAY TOTAL DONATIONS:

\$33,175



preliminary total

THE FIREHOUSE THEATRE EXTENDS A HEARTFELT THANK YOU TO ALL DONORS WHO GRACIOUSLY GAVE ON NORTH TEXAS GIVING DAY! WE ARE INCREDIBLY THANKFUL FOR THESE MATCHING FUND DONORS WHO MATCHED OUR INCREDIBLE INDIVIDUAL DONATIONS TWO TO ONE!

\$5,000

CHARLENE AND DON HUTSON
DONNA AND TIM WEBER

\$1,000

DOROTHY HINCKLEY
LINDA BAMBINA
JEANNE SAWYER
VICKI GOODE

\$2000-\$3000

ALAN BAMBINA
DON AND TAMARA CLEGHORN

\$500

KAREN & TIM YARBROUGH
DALE JACOBS

OUR SUCCESS WOULDN'T BE POSSIBLE WITHOUT EVERY SINGLE ONE OF THESE INDIVIDUAL DONORS - THANK YOU!

\$1000 LEVEL

BOBBIE REDMON
DONNA DRYER

STEVEN WHITENER BROCKWELL

\$400-\$500

DAVID & CINDY MOORE
JULIE B.
LINDA VILLEMARETTE
LISA & MIKE CAMPBELL
THE CHABOT FAMILY
TIM AND KIMBERLY PORTER
TIM YARBROUGH
THE NIKSICH TEAM

\$125-\$250

LISSA ALEXANDER
MR. & MRS. DON CLEGHORN
AIDA AUDIENCE
SUSAN AND PRESCOTT ANDREWS
LARRY BORERO
LINDA LOWRIMORE
NORTH DALLAS WOMAN'S CLUB
DAVID & KAT WEBB

\$100

ANNE LEARY, ARIEL DAVIS, DANIELLE ESTES, DEVRA ATLAS, EDWARD JONES, GEORGE L., HAROLD FROELICH, JACK AND MARYANNE PFEFFER, JASON WEEMS, JENELL AND ZOE, JUDY AND PALMER KEITH, KAREN AND BYRON OSTROM, KAREN HUTSON, LESLIE LINENSMIDT, LOIS LEFTWICH, PAT & STEPHANIE WILLIAMS, PAUL & JOYCE LONQUIST, PAUL DEAN & KAY SCHECHT, PAULA MOORE, SUSAN SHOR, TERRY & DEBI LYNNE, WENDY AND JAMES SHOFFIT

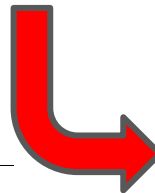
\$5-\$50

AMY CAVE, ANONYMOUS, BETSY STEIN, BEVERLY J HOLMES, CHANDRA & MICHAEL STROOPE, CRAIG BOLEMAN & KASS PRINCE, DALE WHEELER, JANE TALBERT, JASON AND HOLLY O'QUINN, JULIE C, KATHRYN ORTEGA, KATHY WADDLE, KIMBERLY VELTEN, LARK AND ROBERT TRIBBLE, NICOLE LEWIS, PATRICK P., ROBIN G. ATTAWAY, RUTH PRICE, SHANNON B. SYDNEY SORESEN, THE JIEDES, ANDREA MCDANIEL, BILL ST. JOHN, CHERYL R., DIANE HULTQUIST, FRANCES JENKINS, J. GEE, JAMES AND ESTELLE LARA, JAN JONES, JENNIFER THEIS, KRIS IKEJIRI, LINDA THEIS, MARGARET J. ROBINSON, MARLA H BANE & MICHAEL L BENSON, MICHELLE M HOLMES, MISSY BARRAS, PAUL AND MARY BETH GEIGER, SHELLEY AND DANNY WYLIE, SHERRIE FINCH, SUE WILLIAMS, THE KIDSONS, TICKETSTOTHECITY, KAY JUSTUS, HANNAH SETU

SAVE THE DATE: NORTH TEXAS GIVING DAY - 09.19.19

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THANK YOU TO OUR 2018 CURTAIN CALL
GALA SPONSORS & UNDERWRITERS

RING MASTER SPONSORS \$5,000 - \$10,000

 **FARMERS
BRANCH** 

STRONG MAN SPONSORS \$3,000 - \$4,999

HIGH FLYER UNDERWRITERS \$1500-\$2999



FIRE EATER UNDERWRITERS - \$1000-1499

  THE
SAUCER-EHRING
FAMILY

TIGHTROPE UNDERWRITERS - \$500

BONNEAU LAW FIRM, HUNT BONNEAU
DAVID MASON
HUBERT & WICKER, CPA
JANE AND CHICK SCHOEN
JULIE CAMPBELL
SHANNON K. WILLIS, ATTORNEY AT LAW
THE LOWRIMORE FAMILY

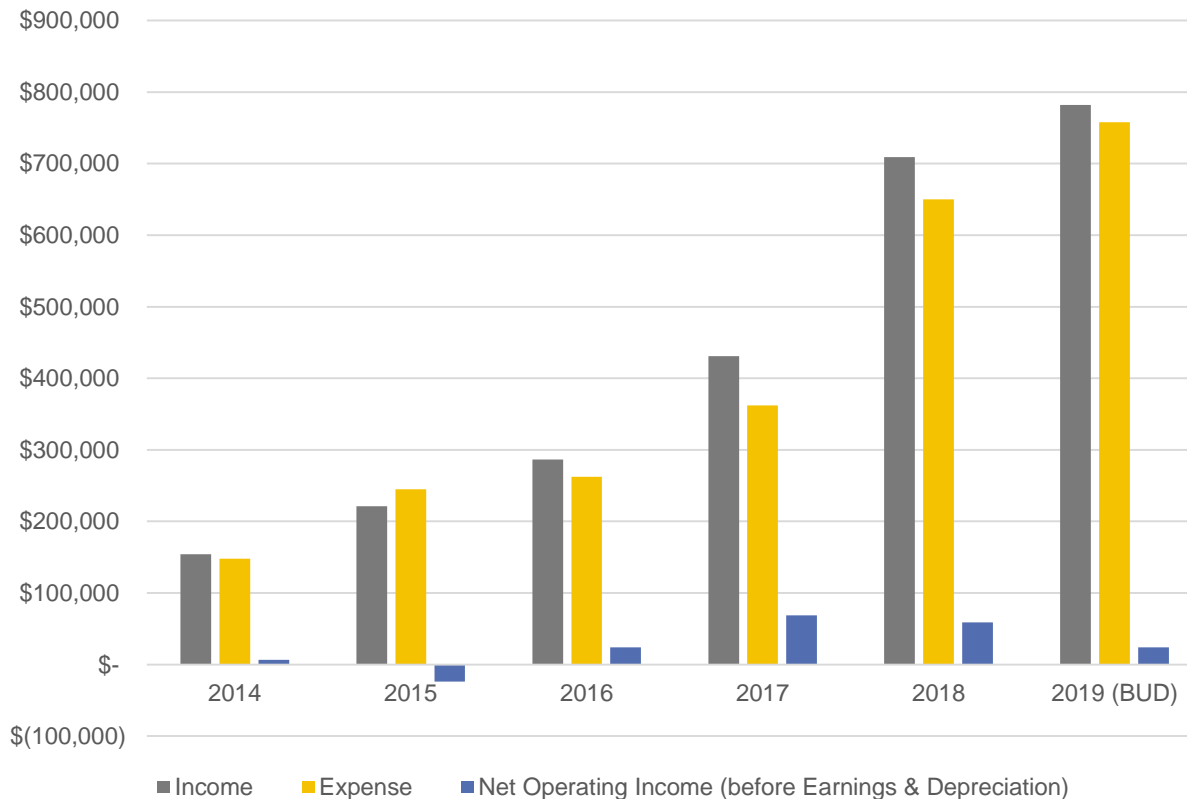
SAVE THE DATE: 2019 CURTAIN CALL GALA
THE 2020 THEATRICAL SEASON REVEAL
FRIDAY, SEPTEMBER 27TH, 2019

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6 YEAR FINANCIAL OVERVIEW – STRONG GROWTH

The Firehouse Theatre - Financial Overview
2014-2018 Actuals, 2019 Budget



Income Increase

2015 vs 2014 = +44%
2016 vs 2015 = +30%
2017 vs 2016 = +50%
2018 vs 2017 = +65%
2019 (BUD) vs 18 = +10%

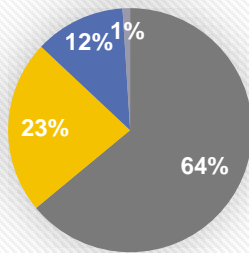
Independent Audited
Financials available for
2015, 2016, 2017, 2018

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FUNDING PIE – PROGRAMS VS DONATIONS

2016 Income Streams
Total \$286,433



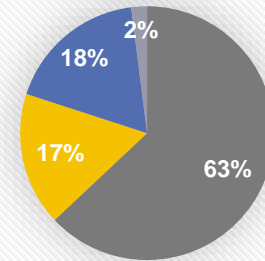
Programs
64%

Donations
36%

■ Programs ■ Donations-Cash ■ Donations-InKind ■ Gala Income



2017 Income Streams
Total \$430,862



Programs
63%

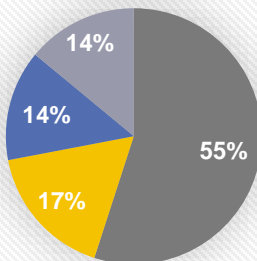
Donations
37%

■ Programs ■ Donations-Cash ■ Donations-InKind ■ Gala Income



2020 Goal = 50% Programs, 50% Donations

2019 BUD Income Streams
Total \$782,000



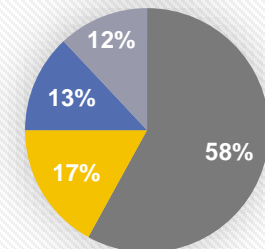
Programs
55%

Donations
45%

■ Programs ■ Donations-Cash ■ Donations-InKind ■ Gala Income



2018 Income Streams
Total \$709,170



Programs
58%

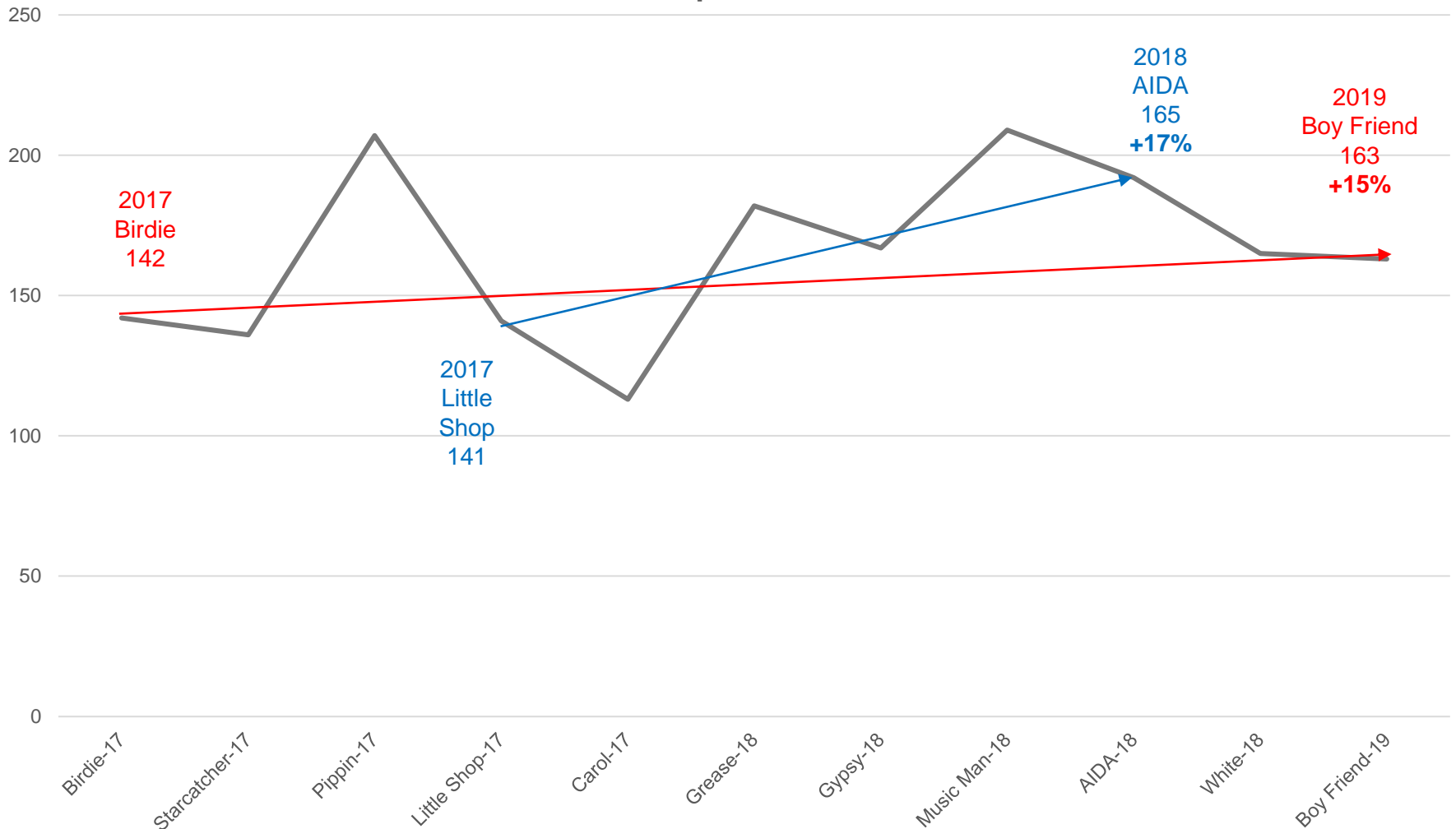
Donations
42%

■ Programs ■ Donations-Cash ■ Donations-InKind ■ Gala Income

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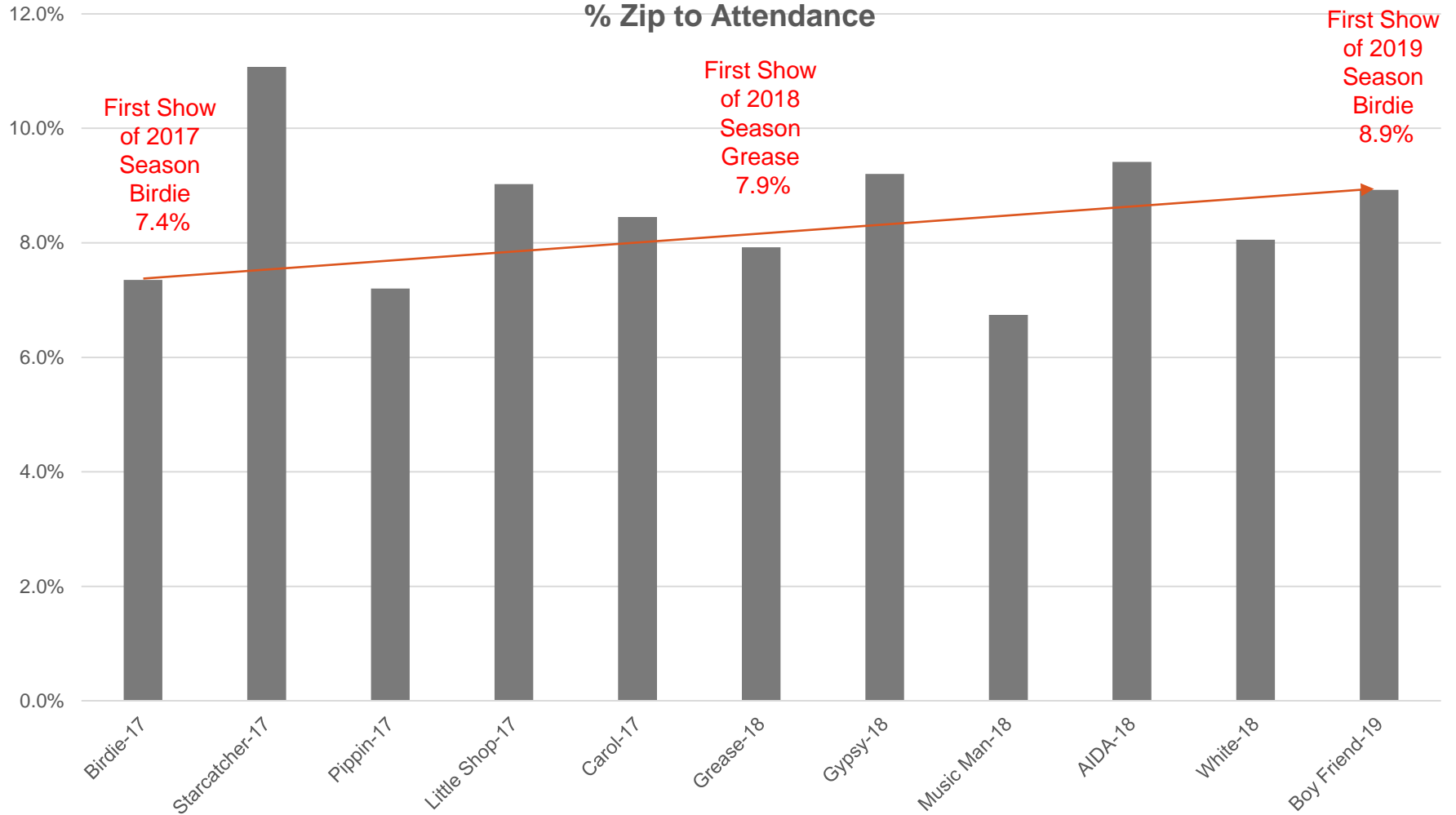
2 year Show Attendance # Zip Codes



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The Firehouse Theatre - 2 year Show Attendance
% Zip to Attendance



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IMPACT OF 2018-19 FINANCIAL SUPPORT



Mamma Mia – Big Summer Musical

- Discover Farmers Branch
 - Featured as Presenting Sponsor
 - Promotional Video shown before all 24 shows
 - Full Page Ad in Program
 - Social Media Cross Promotion – Facebook, Website link
 - Table at Curtain Call Gala Season Reveal
- Minimum 15% Geographical Expansion (of attendees) = Increased Economic Impact

Madagascar JR – Summer Youth Production

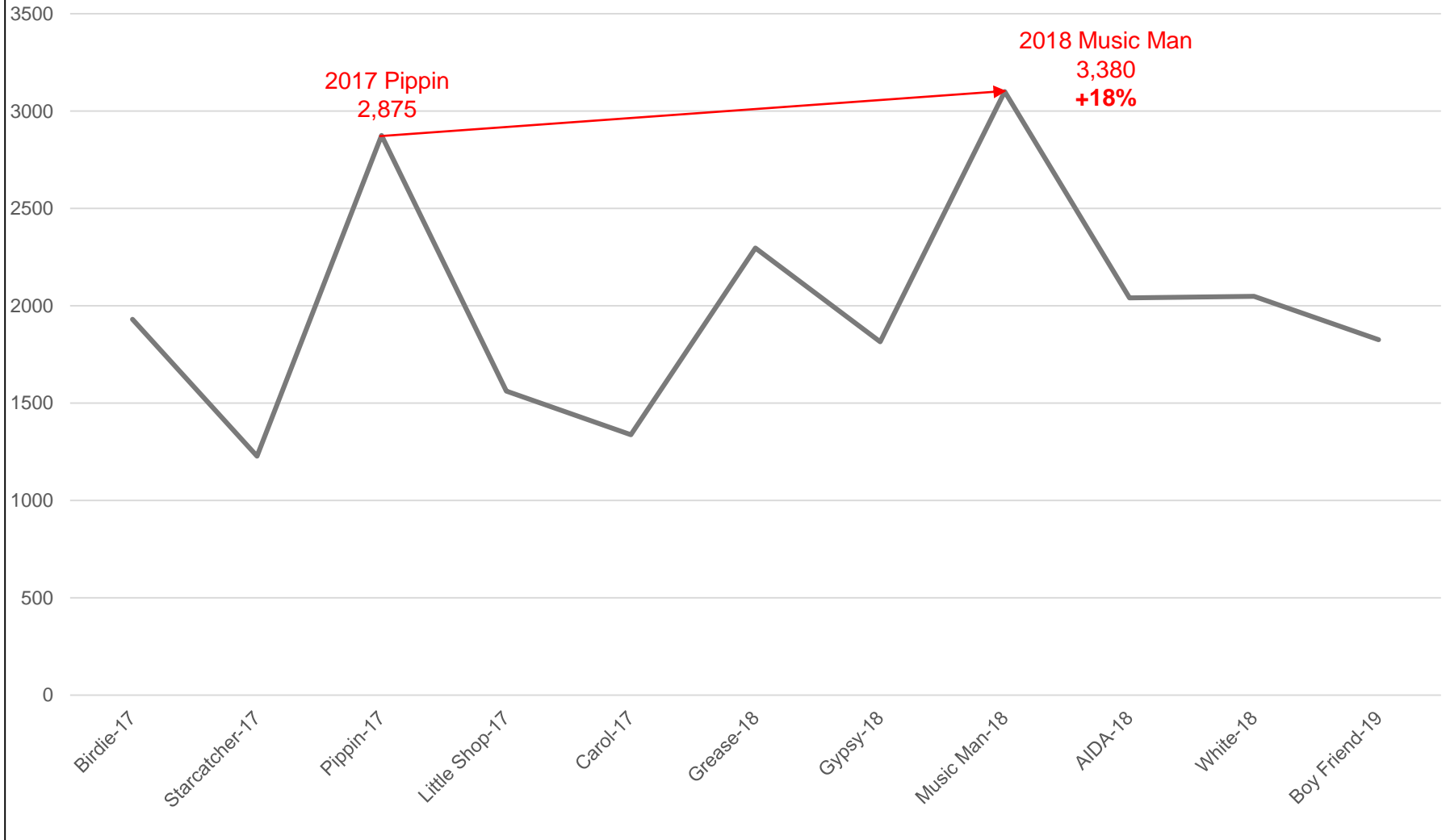
- Discover Farmers Branch
 - Featured as Co-Sponsor
 - Promotional Video shown before all 10 shows
 - Full Page Ad in Program
 - Social Media Cross Promotion – Facebook, Website link
- Minimum 15% Geographical Expansion (of attendees) = Increased Economic Impact



ANNUAL UPDATE

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2 year Show Attendance Butts in Seats



ANNUAL UPDATE

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IMPACT OF 2019 SUPPORT - MARKETING

Once On This Island Report

Prepared for The Firehouse Theatre

March 28-April 14, 2019



Estimate 100,000+ impressions
Estimate 50,000 impressions
8,000+ Recipients, 1,751 Opens, 186 Clicks
8,000+ Recipients, 1,743 Opens, 107 Clicks
653 Recipients, 214 Opens, 20 Clicks
8,000+ Recipients, 1,516 Opens, 136 Clicks
118 Recipients, 48 Opens, 2 Clicks
8,000+ Recipients, 1,409 Opens, 115 Clicks
116,000+ Reach, 21,500+ Engagements

Investment/ROI

Total Marketing Investment
Professional Services \$1350
Social Boosts/Sponsors \$50
TheaterJones.com \$1000 (estimate)
TOTAL: \$2400 Investment
Estimated Value of Above: \$25,000

Monthly Marketing Spend = \$4,400
Strong reach for Theatre and City of FB!



Once On This Island

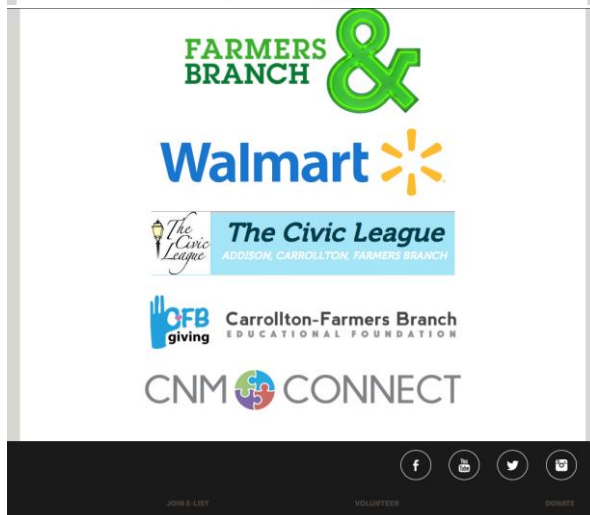
Campaign Cost: \$1,000 / month
Campaign Duration: 4 weeks
Total number of press hits: 13
Most Valuable Press Piece:
News 8 Midday, \$33,000

Total Reach: 780,000
Total Publicity Value: \$53,750
Campaign ROI: 5,375%

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2019 SEASON SPONSORS - RECOGNITION



website



Discover the endless entertainment in Farmers Branch. From award-winning events to live community theater, we're a great place to experience fun. DISCOVERFARMERSBRANCH.COM

Show programs



Yard signs



Theatre lobby

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APRIL 2019



= Good for our Community!

THANKS FOR YOUR SUPPORT!