



2009 National Individual Events Showcase Rules/Evaluation— **Theatre marketing**
 (Formerly publicity design)

NAME _____

TROUPE # _____

TITLE _____

1. Presentation must be a publicity campaign for one published play written for the theatre. Designs for performances of poetry, fiction, screenplays, or any other medium are not permitted. **It is strongly recommended that the entrant was responsible for actual publicity.**
2. The following materials are to be presented:
 - Poster design or finished poster (11" x 17")
 - Program design or finished program
 - Two press releases consisting of an informational article and feature article
 - A promotional project idea or documentation of a completed promotional project
 - **Must include information about the budget for the publicity campaign and justification of expenses. Your work will be judged on how you spend the money.**
3. Only one entrant may be involved in the design. No collaborations are permitted.
4. A ½" binder is recommended. This binder should contain the following materials: (a) a brief statement of the design choices inspired by the script, (b) research materials, and (c) other sources of inspiration, if any were used.
5. The entrant must make an oral presentation justifying the designs. Note cards may be used. The entrant must also be prepared to answer questions about the design presented. Questions are not part of the ten-minute allotted time.
6. The introduction must include only the entrant's name, troupe number, title of play, and playwright.
7. The oral presentation cannot exceed fifteen (15) minutes, including set up and questions and answers.

SCORING: Superior, Excellent, Good, Fair	CIRCLE CHOICE	WRITTEN EVALUATION—Your comments on strengths and weaknesses provide the educational component of this process! PLEASE PROVIDE FEEDBACK. See Adjudicators' Vocabulary Guide for suggestions.
<u>Interpretation</u> <ul style="list-style-type: none"> ▪ Campaign matches the concept of the production? 	<i>Superior</i> <i>Excellent</i> <i>Good</i> <i>Fair</i>	
<u>Execution</u> <ul style="list-style-type: none"> ▪ All pieces identifiable as coming from the same campaign? ▪ precision and clarity of designs ▪ artistic quality of designs ▪ accuracy of details ▪ technology used in the building of elements 	<i>Superior</i> <i>Excellent</i> <i>Good</i> <i>Fair</i>	
<u>Presentation</u> <ul style="list-style-type: none"> ▪ knowledge of play ▪ understanding of whole production concept ▪ justification of design elements ▪ effective communication of ideas 	<i>Superior</i> <i>Excellent</i> <i>Good</i> <i>Fair</i>	
<u>Public relations components</u> <ul style="list-style-type: none"> ▪ target audience identified ▪ effective press release information ▪ publicity package effective in generating an audience ▪ overall marketing plan effectiveness 	<i>Superior</i> <i>Excellent</i> <i>Good</i> <i>Fair</i>	

OVERALL RATING (PLEASE CIRCLE): SUPERIOR EXCELLENT GOOD FAIR

Please make additional comments on the back