

THE ACTORS CONSERVATORY THEATRE MARKETING CONTEST



EARN POINTS FOR YOUR CHANCE TO WIN A PRIZE!

CONTEST GUIDELINES

HANG A POSTER AT A BUSINESS: 5 POINTS

Take a photo of the poster you hung at the business and include yourself and an employee in the photo. To get credit, submit the photo using the button on the Current Show page of our website. Be sure to include the name of the business on the form.

VEHICLE ADVERTISING: 10 POINTS

Take a photo of the decorated car windows that includes the show name, dates, and The ACT website address. To get credit, submit the photo using the button on the Current Show page of our website. Each decorated vehicle in your household is worth 10 points.

SEND INVITATIONS: 1 POINT PER DAY

Utilize social media and digital communication to invite people to performances. To get credit, submit one screenshot of one of your invites per day using the button on the Current Show page of our website by the last Saturday show. Invites include but are not limited to: Facebook, Instagram, Snapchat, YouTube, Twitter, emails, etc..

PROGRAM ADS: 20 POINTS

You can sell program ads to businesses. Businesses can purchase ads on the Support tab of our website. To get credit, submit the name of the business to which you sold an ad using the button on the Current Show page of our website.

PATRON TICKET PURCHASES: 1 POINT / TICKET SOLD

You can obtain credit from patrons who purchase tickets on our website. When a patron purchases a ticket, they need to specify the actor's name in the "How did you hear about us?" field. These points accumulate separately.

MARKETING PACKETS

MARKETING PACKETS ARE AVAILABLE IN THE LOBBY AND INCLUDE THE FOLLOWING:

- Posters (additional posters available in lobby or on our website)
- Marketing Contest Guidelines

PRIZE OPPORTUNITIES

Everyone WINS! Each point earns \$1 worth of Star/Raffle Money. You will receive them on opening night when you request them at the raffle table. Those who accumulate the most points will win 1st, 2nd, or 3rd place prizes to be awarded at the cast party. You can win either way or both ways! Points earned from Ticket Purchases will accumulate separately. The top Ticket Seller will earn a separate prize.

GETINTOTHEACT.ORG

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