PROJECT OVERVIEW

Pentacle Theatre seeks a marketing firm or independent contractor to boost ticket sales for the final six productions of the 2019 season.

ABOUT PENTACLE THEATRE

Pentacle Theatre’s mission is to provide *community members a collaborative opportunity to create and experience theater in an atmosphere of respect, support and enjoyment.* For more than 65 years, the Pentacle Theatre has brought to the mid-Willamette Valley a striking number of dramas, comedies and musicals that have challenged and uplifted our audiences.

THE CHALLENGE

Pentacle Theatre season ticket sales dropped from **1,372 for the 2018 season to 1,194 for 2019**. This is a 13 percent drop in one year, resulting in **a revenue drop of about $23,000 when season ticket sales closed at the end of 2018**. This equates to about 178 fewer pre-sold seats for each of our eight productions. The theater must close this gap and more to meet its revenue targets for 2019.

The landscape of marketing and the Salem-area theater scene has changed dramatically over the past few years:

* There are *12* members of the Salem Theatre Network (not including The Verona Studio). Each one of these theaters is promoting overlapping individual productions and vying for many of the same patrons as Pentacle Theatre.
* The traditional venues where it was “easy” to promote Pentacle productions no longer exist. For example, the *Statesman-Journal* Weekend section and the *Salem Weekly* have gone out of production.
* Social media takes a tremendous amount of time to post about and promote Pentacle Theatre and its upcoming productions. These posts also require time to add photographs and produce and post video content.

SCOPE OF WORK

See attached statement of work. Tasks may include

* Online marketing
* Website enhancement
* Social media strategy and implementation

PROPOSAL GUIDELINES

This is an open and competitive process for all qualified marketing firms and independent contractors. See Statement of Work.

**REQUIRED PROPOSAL ELEMENTS**

Proposals must include the following:

* Proof of qualifications (resume, client recommendations, etc.).
* A narrative the outlines the proposer’s strengths and distinguishing skills or capabilities as they might relate to Pentacle Theatre.
* A representative selection of the proposer’s work including social media ads, direct response material and collateral created for current and past clients.

**SUBMITTAL DEADLINE**

Pentacle Theatre will accept hard copy and emailed submittals at the theatre business office, 145 Liberty St. NE, Salem, OR 97301, or [jobs@pentacletheatre.org](mailto:jobs@pentacletheatre.org) until 5 p.m. local time April 1, 2019.

Proposals ***received or delivered*** to the Pentacle Theatre business office after deadline will not be considered, regardless of postmark or shipping drop date. ***Pentacle Theatre is not responsible for delivery delays.***

**PROJECT AWARD**  
Pentacle Theatre will review proposals and select a contractor by April 1, 2019.

**Statement of Work for Pentacle Theatre Marketing Services**

The Marketing Consultant shall work to increase audience attendance for the remaining six Pentacle Theatre productions in 2019: *Yellow, Fools, Jest a Second!, The Great American Trailer Park Musical, Mothers and Sons,* and *Dashing Through the Snow.*

Working with the Marketing Committee, the Marketing Consultant shall:

* Attend Marketing Committee meetings and lend his/her expertise.
* Assist in finding and securing new audiences for the above-mentioned productions. This will include phones calls, meetings, emails, etc.
* Assist in promoting Pentacle Theatre’s social media presence by working with current committee members and the Executive Director to create and place social media posts and purchase social media ads promoting upcoming shows through the following platforms: Facebook, Twitter, Instagram, for example.
* Work with the Marketing Committee and Executive Director to make best use of Pentacle’s marketing budget.
* Find other creative avenues for increasing ticket sales to Pentacle Theatre productions.

**Contract manager:** Executive Director

**Length of Contract:** Through December 21 - with the possibility of contract renewal.

**Compensation:** $35/hour (no benefits), with a cap of $5,075 (145 hours) or approximately 24 hours per show.