

Photocopy one per entry. Hand 5 copies to judges  
**Theatre Marketing-Individual Events Showcase Rules/Evaluation**

NAME \_\_\_\_\_ SCHOOL \_\_\_\_\_ TROUPE \_\_\_\_\_

PLAY TITLE \_\_\_\_\_

**Design cannot be considered for display if piece is substituted. RULES:** 1. Only one student may be involved in the design. No collaborations are permitted. 2. 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 actually responsible for a publicity campaign of the selected play. 3. The following materials are to be presented:

- a. Poster design or finished poster on 11 x 17 paper; flush mounted on foam core.
- b. Program design or finished program of not less than four pages and not more than eight pages.
- c. Two press releases to include an informational article and feature article
- d. A promotional project idea or documentation of a completed promotional project
- e. A budget for the publicity campaign and justification of expenses. Your work will be judged on how you spend the money.
- f. A ½” binder is required and must contain(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.

4. 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.

5. The introduction must include only the entrant’s name, troupe number, title of play, and playwright.

6. Oral presentation cannot exceed five (5) minutes. Time will begin once the entrant speaks after conclusion of the introduction.

7. The student must be prepared to answer questions about the design presented. The question/answer session will not exceed ten(10) minutes.

<b>SCORING: Superior, Excellent, Good, Fair</b>	<b>Circle one per aspect</b>	<b>WRITTEN EVALUATION</b> —Your comments on 3 strengths and 2 weaknesses provide the educational component of this process! PLEASE PROVIDE <b>CONSTRUCTIVE FEEDBACK.</b>
<u><b>Interpretation</b></u> - Appropriate to production concept - Appropriate to time and location of play - Campaign matches the concept of the production?	<i>Superior</i> <i>Excellent</i> <i>Good</i> <i>Fair</i>	
<u><b>Execution</b></u> - Precision and clarity of designs - Artistic quality of designs - Accuracy of details - Technology used in the building of elements - All pieces identifiable as coming from the same campaign?	<i>Superior</i> <i>Excellent</i> <i>Good</i> <i>Fair</i>	
<u><b>Presentation</b></u> - 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><b>Public relations</b></u> - 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>	

\*\*\*\*\*BALLOT IS INCOMPLETE WITHOUT ONE OVERALL CIRCLED RATING\*\*\*\*\*

<b>OVERALL RATING(PLEASE CIRCLE):</b> SUPERIOR    EXCELLENT    GOOD    FAIR
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PRINT JUDGE’S NAME \_\_\_\_\_

JUDGE’S SIGNATURE \_\_\_\_\_

Complete only if applicable. I consider this performance offensive because of \_\_\_material \_\_\_language \_\_\_actions.

**Do not rank any entry or give Superior rating to a presentation with offensive material/language/actions**