



## MARKETING BRAINSTORMING PROMPT

*The following are meant as guidelines for creating the marketing plan for your production of FOOTLOOSE, based on show themes. We encourage you to let this spark your own ideas, and for you to find ways to scale, adapt and mold them into what will work in your community and help to achieve your specific outreach, education and marketing goals.*

**SHOW SUMMARY:** One of the most explosive movie musicals in recent memory bursts onto the live stage with exhilarating results. When Ren and his mother move from Chicago to a small farming town, Ren is prepared for the inevitable adjustment period at his new high school. What he isn't prepared for are the rigorous local edicts, including a ban on dancing instituted by the local preacher, determined to exercise the control over the town's youth that he cannot command in his own home. When the reverend's rebellious daughter sets her sights on Ren, her roughneck boyfriend tries to sabotage Ren's reputation, with many of the locals eager to believe the worst about the new kid. The heartfelt story that emerges is of a father longing for the son he lost and of a young man aching for the father who walked out on him. To the rockin' rhythm of its Oscar and Tony-nominated top 40 score (the soundtrack album reached number one on the Billboard charts and has sold over 15 million copies!) and augmented with dynamic new songs for the stage musical, FOOTLOOSE celebrates the wisdom of listening to young people, guiding them with a warm heart and an open mind.




## “DANCING IS NOT A CRIME...”

Dancing may be banned in the small town in FOOTLOOSE, but it certainly isn't in your community! Get your patrons excited about your production by putting on some of these dance-related events and activities.

**Prom:** Host a FOOTLOOSE prom-themed dance either in the theater or in partnership with another local space to generate interest in your production.







Have cast members perform to give patrons a “sneak peek” of the show. Consider performing the opening number or appropriate group dance number as a centerpiece of the event's entertainment.

-  Have the show's dance captain or a cast member teach the attendees a dance in the style of the show's choreography. (Remember to keep it simple!)
-  Invite local press for photo ops and encourage media coverage of the event and show. Post photos to social media feeds to encourage sharing and drum up interest for similar future events.
-  If Union rules allow it, this event could happen on stage after the show to keep people in the theater. Remember to keep concessions open to fuel the party and make a little extra revenue for your theater!




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**Dance Classes:** Before the weeknight show or on weekend matinee mornings, host a class at the theater. Have a cast member or guest artist teach dance set to songs from FOOTLOOSE. This will bring patrons into the theater at non-show times and create a social opportunity. Extend the event's impact with some of the following:

-  Offer the class as an added value for the first select number of tickets sold, or as an up-sell on your ticket price (\$50 for a ticket \$70 for a ticket and a dance class.) Open your concessions before and after the class for additional revenue opportunity.
-  Film the classes and post them to YouTube, your website and social media pages to encourage sharing and reach new patrons through their friends.
-  Invite patrons who have attended these classes and know a dance to come on stage at the end of each show to perform the number with the cast following the curtain call. Use this on stage experience as part of your sales pitch for the dance classes.
-  **When posting videos to YouTube don't forget to link to the song and include credits for the song and the composer and lyricist.**


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**"I Can't Stand Still" Dance-a-thon:** Engage the community in a fundraising drive, your theater or a charity with a 24-hour FOOTLOOSE dance-a-thon. Have the participants get pledges to sponsor them and be sure to find a venue with enough space to accommodate the size of the group that will be dancing. (A school gym or community centers is a good option if your theater does not have the space.)


-  Offer discounted entry on show tickets to anyone who participates in the drive.
-  Provide beverages and light snacks to keep the dancers going for the full 24 hours.
-  Give away prizes for the participants who raise the most money or dance the longest, i.e. tickets to a future show in the theatre, cast meet-and-greets, backstage tours or prize donations from a local business who has partnered with the show.




Allow patrons to take a picture on set or with cast members. Encourage them to post these photos to their social media using a special hashtag created for the promotion. Consider requesting donations to the theater for the photo op to create an additional revenue stream.



Film and photograph your patrons dancing the night away and share it on Facebook.



Grab specific “dancers” throughout the night and ask them to film short videos for your Facebook page.



Don’t forget to mark down who you film so that you can tag them when you post the videos and photos, letting them share it with their friends.

**Event / Online / Fundraising / Kids / Charitable / Press**

**FOOTLOOSE Flash Mob:** Organize your patrons to do a flash mob in an appropriate public space in your community like a mall or town center. Create a video that teaches a simple dance to one of the songs from the show, then, circulate it via your cast, social media channels and your email list. Be sure to have someone record the resulting event to post online after the fact. (Remember to include information on how to buy tickets to your show!) To incentivize people to participate, offer something such as discounts at concessions, group sales discounts and access to the opening night party, etc.


**Event / Online / Kids / Community / Press**

**YouTube Dance Contest:** As a simpler alternative to a full-fledged flash mob, put a spin on the idea by creating a virtual dance party. Upload a video of a few cast members and your show’s choreographer teaching a dance, then invite people to record their own video doing the moves for a chance to win free tickets to the show. These are great to share on your social media pages to show off just how excited people are about your production of FOOTLOOSE, and will help you reach new audience members through their friends.


**Event / Online / Kids / Community / Press**

## “KICK OFF YOUR SUNDAY SHOES...”

**Shoe or Prom Dress Donation Drive:** Donate (lightly) used shoes and dresses in the name of your theater and show to [Soles 4 Soles](#), the Salvation Army, [DonateMyDress.org](#), [Operation Prom](#), [Cinderella’s Closet](#) or another local charity. Enhance the drive with some of the following:



Offer a discount on concessions or a free item to anyone who brings a pair of shoes/dress with them to the show during the donation period.



If you have an appropriate place to use them, add some of the shoe/dress donations into one of your scenes in the show. Patrons will love to see their contributions become



part of the production and will talk about the experience afterwards to friends and family. Word of mouth is key!



You may be able to request that a member of the charity you are donating to be on hand at certain performances to accept the donations. This is a great opportunity for a photo op with the cast, which can be shared on social media.

**Event / Online / Community / Charitable / Press**

**Partner with a Shoe Store:** In the area to exchange email blasts & web banner/social media cross-promotions, deal-swapping, contesting, as well as signage & collateral. Exchange value-added discounts with the shoe store: Have them offer a % discount on their products when patrons show a ticket stub from your theater. Offer a discount on a ticket or concessions at the theater with a receipt from the shoe store. Promote the offers in collateral, on receipts, on social media, etc.

**Online / Partnership**

## “HOLDING OUT FOR A HERO”

*The reverend’s daughter Ariel sings this familiar song (made famous as a pop tune by Bonnie Tyler) toward the beginning of the show. Show your support of your community’s “heroes” by setting up some programs and promotions around military and veterans. Some suggestions are:*

**Hero of the Week:** Have patrons submit a family or community member to be honored each week. You could also team up with a Veterans services organization to identify who to feature. This creates a great opportunity for local press coverage. These “**Community Heroes**” may not have been to your theater before. By inviting and honoring them you may create new patrons in their social circle.



Offer the honoree a pair of free tickets to the show.



Do various callouts on your marketing materials – program inserts, mentions on your website and social media, placements in the local newspaper (along with ticket-buying information on your show).



Honor this person before or after the show through a meet-and-greet with the cast and personal “thank you” from your staff.

**Online / Community / Charitable / Partnership / Press**

**Safe Driving:** Footloose tells the story of a town recovering from the loss of four kids in a deadly car accident. Use this message to help promote safe driving by partnering with your local [Mothers Against Drunk Driving](#) chapter to help raise awareness. (Find your local office at <http://www.madd.org/local-offices/>.) You may also consider similar partnerships with organizations such as AAA, [Stop The Texts Stop The Wrecks](#) or your local DMV office.



Include MADD or AAA flyers with your tickets and in your program and set up charity donation jars in the lobby.



Ask your local MADD chapter to inform their local members/newsletter subscribers that your production is helping to raise awareness and perhaps offer them a discount.

**Community / Charitable / Partnership / Press**

**Military Night at the Theater:** Designate a performance where tickets are discounted or free to active military and veteran members who attend in uniform.



Connect with your local branch of the [Department of Veterans Affairs](#) and other military/veteran associations to enlist their help in spreading the word about the show and special night out at the theater.



Offer a special [Talkback](#) after the show with a meet-and-greet and photo opportunities with your cast members.



Invite local press to cover the event and have a staff member do live tweeting and Facebook posts to encourage press and online buzz. We recommend doing this during your previews or very early on in your run so that you can benefit from the positive press.

**Event / Community / Charitable / Partnership / Press**

**Media Partnerships:** Partner with your local newspaper or community blog to do a robust advertising and promotional exchange for your production. Consider sponsoring a series of articles highlighting stories of heroism. Cross-promote the show and the media outlet on social media channels, in the program and with appropriate signage. To reduce cash expenditure, offer tickets for giveaways or use as the publication or website sees fit in exchange for advertising presence on their publication. Ask if they will also run an “advertorial” type piece that suggests that people see your show.

**Online / Partnership / Press**

# TALKBACKS

*Talkbacks are a quick and uncomplicated way to offer added-value to your audience members, encourage further dialogue about the show and bring in new patrons. Contact local schools, libraries, museums and historical societies to help find experts to participate in your Theater's post-show talkbacks. (Be sure to keep post-show talkbacks relatively short or schedule them as separate events outside of show times to be respectful of audiences' time commitments.)*



**Youth & Government:** Invite a local politician and/or a government teacher from a nearby school to discuss how kids can have an influence on politics and make a difference in the community. Ren's quest to lift the ban on dancing in FOOTLOOSE can be used as an example. This is a great option for student groups, especially in conjunction with their U.S. Government curriculum, to connect with local schools to spread the word and encourage group sales.

