

# The SOUND of MUSIC

## MARKETING BRAINSTORMING PROMPT

*The following are meant as guidelines for creating the marketing plan for your production of THE SOUND OF MUSIC, 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:** The final collaboration between Rodgers & Hammerstein was destined to become the world's most beloved musical. When a postulant proves too high-spirited for the religious life, she is dispatched to serve as governess for the seven children of a widowed naval Captain. Her growing rapport with the youngsters, coupled with her generosity of spirit, gradually captures the heart of the stern Captain, and they marry. Upon returning from their honeymoon they discover that Austria has been invaded by the Nazis, who demand the Captain's immediate service in their navy. The family's narrow escape over the mountains to Switzerland on the eve of World War II provides one of the most thrilling and inspirational finales ever presented in the theatre. The motion picture version remains the most popular movie musical of all time.

## MUSIC

*In THE SOUND OF MUSIC, music is the bond that ties Maria to the Von Trapp children and what eventually brings Captain Von Trapp back to them all. Use music at your theater to bring new patrons in and enrich the experience of your show for children and adults alike.*

## MUSIC EDUCATION

**Music Class for Kids:** On a weekend morning before the matinee, host a class at the theater and have a cast member or guest artist teach the song and movements to "Do Re Mi," or another song from the show. 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:



Do this as an added value for the first x number of tickets sold or as an upsell on your ticket price i.e.: \$50 for a ticket \$70 for a ticket and a music class. Also, open your concessions before and after the class for an additional revenue opportunity.



Film the class and post it to YouTube, your website and social media pages to encourage sharing and reach new patrons through their friends.

**Event / Online / Kids / Community**

**Partner with Local Music Teachers & Studios:** Offer Basic Guitar Classes for older students and adults



Teach a simple song from the show, i.e. “Edelweiss”



Hire a local music teacher. If this teacher also tutors, they may be willing to do the class for free in exchange for the publicity to your patrons. You may also be able to offer the teacher a direct email newsletter to your patrons who have kids in school in exchange for their services.



Be sure to either have students bring their own guitar, borrow instruments from a local school, or source a music store partner to rent or donate the guitars. You may be able to get your local music store to rent the guitars to you at no charge in exchange for advertising at the event and/or in your lobby.



Extend the reach of the lesson by having the teacher record the lesson and encouraging users to upload a video of their version of the song - possibly as part of a contest to win free tickets to the show.



***When posting videos on YouTube don't forget to link to the song and include credits for the song and the composer and lyricist: Music by Richard Rodgers Lyrics by Oscar Hammerstein II, licensed in agreement with Rodgers & Hammerstein, [www.rnh.com](http://www.rnh.com)***

**Event / Online / Kids / Community / Partnership**

**Honoring Music Teachers:** Engage with the community at large by starting a campaign to honor local music teachers, highlighting the importance that Maria's teaching has in the show.



Offer free tickets to local schools to invite a few teachers. This has the added bonus of potentially encouraging school groups to come see the show.







Run a contest on your website and social media outlets to have patrons nominate a local music teacher and choose a teacher to be the Teacher of the Week at your theater. Honor them with callouts from the stage and a special meet and greet with the cast.



Host a fundraising drive, i.e. a sing-off event, music talent show, or online fundraising campaign to benefit local music programs.

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


**The Sound Of Music Ball:** Recreate the feel of the ballroom and patio scene in THE SOUND OF MUSIC with a party event either in the theater or in partnership with another local space.

-  Have cast members perform to give patrons a “sneak peek” of the show. Consider recreating "So Long, Farewell" as a centerpiece of the event’s entertainment.
-  Have the show’s choreographer or a cast member teach a formal dance (like the [ländler](#)) 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 feed to encourage sharing and drum up interest for future similar events.
-  Serve Austrian-themed snacks and drinks.

**Event / Patrons / Community / Press**




## FOOD

### **Partner with a local Wine or Liquor Store:**

-  Host a series of tasting events featuring Austrian wines, cheeses and other products. Do a promotional exchange of marketing collateral, in store signage, online links and program callouts to maximize partnership opportunities.


**Event / Community / Partnership**

### **Partner with a local Bakery:**





-  Ask the bakery to create a “Crisp Apple Struedel”-themed product and exchange promotion on websites and in program.
-  Offer a % discount at the store for patrons with ticket stubs from the show.
-  Do a promotional exchange of marketing collateral, in store signage, online links, and program callouts to maximize partnership opportunities.

**Event / Community**

### **Partner with local Restaurant:** Create a buzz-building pre-run event and ongoing promotions throughout the run




-  Host a special donor night for contributors to the theater at the restaurant. Do a “*sneak preview*” of the show to help build word of mouth buzz. Integrate appearances and performances from cast members as space and resources allow. Ask each person in attendance to “like” your *Facebook* page before the event. Take photos at the event and tag everyone in attendance to help spread the word to their friends.



- 
- Work with the restaurant to set up a *SOUND OF MUSIC*-themed prix fixe dinner. Rename the food and drinks on the menu after characters and songs from the show. Both the Theater and the Restaurant should send out invites to their email lists, post on social media outlets and hand out flyers to customers for the weeks leading up to the event. Ask the restaurant to share information about the upcoming event through flyers which can be given to all patrons for weeks leading up to the event.
- 
- Offer a package deal through Living Social, Groupon, Bloomspot, Savored or any other local discount site with tickets to the show and dinner at the restaurant.
- 
- Exchange value-added discounts with the restaurant: Have them offer a % discount on their meal 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 restaurant. Promote the offers in collateral, on receipts, with social media, etc.
- 
- Invite the restaurant to do a pre-show tasting evening at the theater to give audience members an idea of their menu offerings. Open your concessions early to sell drinks and create additional revenue. Have the restaurant offer a % discount on their meal with a show ticket stub.


**Event / Online / Patrons / Fundraising / Community / Partnership**

**Host a bake-off:** Have patrons bring their *SOUND OF MUSIC*-themed baked goods to the theater to be judged and then sold for fundraising or charity.

- 
- Get permission from the winner to allow you to share the recipe on your social media pages.
- 
- Post the winner's recipe online and encourage others to share theirs as well.
- 
- Solicit donations from local bakeries, grocery stores and restaurants in exchange for promotional callouts at the event.

**Event / Online / Fundraising / Community / Charitable / Partnership**






### **Share a featured recipe**

- 
- Share a recipe from the Trapp Family Lodge and share it on your theater's website and social media. Ask fans to share their own Austrian recipes. You may consider putting together an online cookbook as well! [You can download Maria von Trapp's Linzertorte recipe here.](#)

**Online / Community**

# THE SOUND OF MUSIC FILM




## *Partner with Sing-a-long Sound of Music*

-  Offer prizes for attendees who dress up in their best SOUND OF MUSIC costume.
-  Invite local media for photo and video ops.
-  Have cast members appear and perform a number from the show to encourage ticket buying for the Theater's run.
-  Support online by encouraging followers to share memories of watching "THE SOUND OF MUSIC" the first time and build up buzz for the screening event and show.
-  ***Sing-a-long SOUND OF MUSIC events can be licensed through [Sing-a-longa](#). Restrictions may apply. Rights are needed for any broadcast of the film.***

**Event / Online / Kids / Community**

## TRAVEL


***Use the show's location in Austria:*** Create tie-ins and packaging with travel and tourism both into and out of your city by partnering with a Local Travel Agency in some of the following ways:

-  Exchange email blasts & web banner/social media cross-promotions, as well as physical signage & collateral.
-  Create and promote travel packages which include tickets to see the show.
-  Secure elements for auctioning an Austrian travel package for a donor event.

**Online / Community / Partnership**

## “MY FAVORITE THINGS”

*Play off one of the most well-known songs from THE SOUND OF MUSIC to give your marketing endeavors a clever spin.*

-  ***Pinterest:*** Create an online contest which encourages users to create a [Pinterest](#) board and pin their 10 favorite things. As a fun alternative, have them find and pin products

that reflect each of the things mentioned in the songs (i.e. mittens, kittens, schnitzel with noodles). To enter they must also pin the show's poster from your Theater's official website and select one used at random to win tickets to the show.



**Host a donation drive:** At the theater where people can donate some of their no-longer-needed “Favorite Things” to local charities.

**Event / Online / Kids / Community / Charitable**

## 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 find experts for 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 audience time commitments.)*



**WWII Historian** – Discuss the role of Austria in WWII and place THE SOUND OF MUSIC in a broader historical context. Pull out themes and moments from the show and talk about how they connect with real-life events. Discuss the real Von Trapp family.



**Music Educator** – Discuss how music brings people together and has an impact on children's learning.



**Austria-themed** – Discuss the culture of Austria and surrounding areas.



**The Von Trapps** – Discuss fact versus fiction using “[The Story of the Trapp Family Singers](#)” by Maria Augusta Trapp as a starting point. You may also consider contacting the [Trapp Family Lodge](#) to see if members of the von Trapp Family is available if cross promotions can be arranged.



**Book Club** – In advance of your show's run, encourage people to read Maria Augusta von Trapp's auto biography “[The Story of The Trapp Family Singers](#)” and host a special book club night at the show with a moderated discussion of the book and musical. Consider involving the local library, schools and existing book clubs to help spread the word and gather more participants. This can also be done as an online event where followers and fans are encouraged to respond to discussion questions via Facebook and Twitter.