

# Building your Arts Organization

You will be graded  
on the following:

- Prep Work
- Brochure
- Poster
- Presentation

**Due Date**

**Role:** You are an Artistic Director of an Arts Organization.

**Situation:** You need funding for your upcoming performance season.

**Goal:** Develop a thematic performance season and design marketing materials for a proposal to procure funding for your season.

## Prep Work

*You have begun all of this work, now revise and solidify*

1. Name your organization
2. Revise your mission statement
3. Revise your theme
4. Choose SIX pieces of art (2 dance, 2 theatre, 2 music) to design your season

## Brochure

*Include the following in your brochure*

- Name of organization
- Mission statement
- Description of your theme
- Summary and image of each performance
- Explanation of how the performance connects to your theme

## Poster

*Include the following in your poster*

- Name of organization
- Slogan that summarizes your theme in 8 words or less
- List of the performances
- Image that captures your theme and attracts an audience

Dress the part  
Speak convincingly  
Prepare all materials

After you have created your marketing materials, you will prepare your presentation to the board of Directors.

The **presentation** is NOT you reading your brochure and poster out loud to us.

The presentation is you **SELLING** your product: your performance season.

You must **convince** us why your mission and theme are important for the public to see and hear. You must make us believe that every single performance is connected and compelling to audiences. Although each project will be graded according to individual merits, the Performance Season with the **most funding votes** will be credited bonus points.