

Theatrix Productions, Inc.
“Thoroughly Modern Millie” (2010)

PARENT INFORMATION & AGREEMENT PACKET

Information, Procedures, Rules, Expectations, Obligations...and other stuff you and your child need to know.

Congratulations! Your child is embarking on a wonderful journey that started with classes, continuing on to auditions, then rehearsals and ending in a production of “Thoroughly Modern Millie”. Veterans of Theatrix Productions know that we work hard and play hard, and we do it together as a team.

The reason for this particular document is to make sure everyone is on the same page and fully aware of the process we have in place. This document will help you know what to expect from us and what we expect from you.

Classes:

The classes are used for teaching the skills and honing the talents required for auditioning, casting and executing musical theatre performances with the level of excellence that meets or exceeds the expectations of the Artistic Directors.

Audition:

The audition is a sample performance of the actor. The directors use the audition process to determine the level & range of talent, expertise and suitability for casting roles in a particular show.

Production:

The production is the activity that exercises and displays the skills and talents of the performer within a troupe of other performers which is typically performed for and opened to the public.

Financial:

Musical Theatre productions are costly endeavors and typically require several “Avenues of Revenue” to finance the production. Period pieces, like “Thoroughly Modern Millie”, are particularly challenging because of the peculiar period costumes, hairstyles and technical properties of the early 1920’s. In addition, there are significant monthly operating and overhead expenses just to keep the doors open and the lights on.

There are seven “Avenues of Revenue” that we use to finance our productions:

1.) **Production Fees:**

We would like to lessen the direct financial burden on the parents by trying to make the production fee more manageable. Parents will be able to pay the production fee outright and/or sell Playbill Ads that equals the production fee.

2.) **Playbill Advertizing:**

Our playbills have been reviewed as the best playbills in the region. They are an excellent way for local businesses to get in-hand exposure to their products and services.

3.) **Ticket Sales:**

Strong ticket sales are absolutely crucial to the financial success of the production.

4.) **Concession Sales:**

Concession sales are directly linked to ticket sales.

5.) **Fund Raising and Donations:**

We have Fund Raising events that help keep the fires burning.

6.) **Theatre Angels:**

A Theatre Angel is a person and/or organization that gets behind an idea and provides the financial support to make it a reality.

7.) **Grants:**

We are currently applying for numerous local, state and federal grants.

PARENTS: Expectations & Rules:

- The production fee is \$350. You may pay the production fee outright and/or sell Playbill Ads that equals the production fee. (For example: Pay \$150 and sell \$250 of playbill ads.) Submit ad information, artwork and payment no later than 12:00, noon, Friday, **April 23, 2010**. See attached Playbill Advertising documents for details.
- Sell and/or buy 5 tickets per performance, (or 25 total), to family, friends, associates and/or acquaintances. Patrons can attribute ticket sales to a particular actor when purchasing tickets on-line. We will provide business card sized "Show Cards" that have a box to write-in the actors' name.
- Prompt rehearsal attendance, drop-off and pick-up.
- Active parent participation in one or more of the volunteer activities, including set construction & painting, props, costumes, make-up, concessions, technical, house affairs, food service and box office.
- Properly label and/or ID any of your child's personal belongings. Our lost & found is overflowing. We hold periodic benefit auctions that include props, costumes and unclaimed belongings. If your child's unlabeled belongings go unclaimed, they will be put on the auction block or taken to charity.
- Conflict Management: Resolve ALL conflicts with your fellow parents, crew and/or staff immediately. If you have not attempted to resolve the issue within 24 hours, drop it. Note: There no valid excuse for not attempting to resolve an issue. If it is not important enough to resolve quickly, it is not worthy of the burden of resentment it festers.
- From the time of the audition until the closing performance your child must not alter their hair in any way, cut or change the color of their hair, pierce and/or tattoo any part of their body.
- Parents are not permitted in the rehearsal studio and/or theatre during rehearsal.
- We cannot accommodate private previewing of the rehearsals by parents, relatives or friends.
- Parents are not permitted in the theatre prior to "House Opening". Cast, Crew and Staff ONLY.
- Parents are not permitted onstage or backstage. Cast, Crew and Staff ONLY.
- Parents are not permitted in the dressing rooms, make-up studios and/or green rooms.
- Absolutely NO videography, photography and/or recording permitted during the performance.
- No food or drinks are permitted inside the studios and/or theater.
- Observe and practice Theatre Etiquette.

CAST: Expectations and Rules

- Study, Learn and Memorize ALL songs, lyrics, dances, choreography, blocking, staging and lines pertaining to their role and/or character.
- Always maintain a positive attitude and adopt a "Mutual Respect and Common Courtesy" philosophy. We expect you to observe the "Golden Rule" which is a fundamental moral principle which simply means "treat others as you would like to be treated." It is arguably the most essential basis for the modern concept of human rights.
- Conflict Management: Resolve ALL conflicts with your fellow cast members, crew and/or staff immediately. If you have not attempted to resolve the issue within 24 hours, drop it. Note: There no valid excuse for not attempting to resolve an issue. If it is not important enough to resolve quickly, it is not worthy of the burden of resentment it festers. If you need help with conflict management, simply contact us. We know about conflict management.
- Bottled Water, (Plastic, with screw cap), ONLY, allowed in studio and theatre. Pure 100% Water-Water. The ingredients on the label should have only one ingredient...you've guessed it..."Water". ALL doctors agree that 100% PURE WATER is a good thing. In summary: *No Energy Water, No Vitamin Water, No Colored Water, No Sugar Water, No Waste Water, No Flavored Water, No Carbonated Water, No Heavy Water, No Fortified Water, No Tea Water, No Water Buffalo, No Soda Water, No Juice Water, No Coffee Water, No Vegetable Water, and No Pool Water.* Just Water. The cast members' name must be clearly and legibly written on the bottle.
- Absolutely NO gum or candy in the studios or theatre.
- No food in the studios or theatre. (*Unless designated by Producers*)
- No Divas. (*Refer to "The Golden Rule" for guidance*)
- "Three Strikes" and you're out of the scene for talking and/or disrupting class during rehearsal time.
- No Flip-Flops. (*or "backless" footwear*)
- Respect the authority of ALL producers, directors, staff and crew members.
- Safety is our number one priority. Any cast member that violates any safety protocol set forth or engages in unsafe behavior will be dealt with appropriately.

Volunteerism:

As we grow and welcome newcomers into the fold of our musical theatre family, we encourage everyone to share their talents, skills and efforts. Not only is this an excellent opportunity and experience for the participants and volunteers, it also builds and strengthens relationships. Further, we depend on a strong volunteer base to make it all happen.

Just to be perfectly clear: We are committed to excellence. We cannot do it on our own, we need your talents, your skills and you're gifting to make it the best it can be. We expect your participation. Volunteer Team sign-up sheets will be available at the parent meeting.

THE BOTTOM LINE:

We are passionate about the performing arts and we are a family oriented organization. It is imperative that everyone clearly see this production of "Thoroughly Modern Millie" as a priority worthy of the time, commitment and financial support required to make it the best it can be. This is not a spectator sport nor is it a baby sitting service.

AGREEMENT:

I have read, understood and agree with the process, protocol, expectations and rules regarding "Thoroughly Modern Millie" auditions, rehearsals and performances. I commit to the production and the financial responsibility indicated above. I understand that the producers and/or directors may remove my child from the production for behavioral problems, not learning their assigned roles in the prescribed timeframe, unauthorized absences and/or failure to meet the financial obligations to Theatrix Productions.

Signature: _____

Print Name: _____

Date: _____



Thoroughly Modern Millie

Playbill Advertising Information Sheet

AD PRICING SCHEDULE:

Cost	Description	Size
\$600	Full-Color, Full Page, Back Cover	4.9"w x 7.9"h
\$500	Full-Color, Full Page, Inside Front Cover	4.9"w x 7.9"h
\$450	Full-Color, Full Page, Inside Back Cover	4.9"w x 7.9"h
\$300	B&W, Full Page, Inside Pages	4.9"w x 7.9"h
\$200	Half Page	4.9"w x 3.94"h
\$115	Quarter-Page Ad	2.45"w x 3.94"h
\$60	Eighth-Page Ad	2.45"w x 1.97"h

DESIGN INFORMATION:

- All ads will be in black & white, with the exception of the Outside and Inside Cover Ads.
- All ads will be enclosed in a box with a 1 pt black line.
- If you desire help in designing your ad, please contact our Graphic Artist:
Debbie Garrick 757.535.7026 or playbillad@theatrxproductions.com before the deadline.

SUBMISSION INFORMATION:

- Submission Deadline: **April 23, 2010** (*Post marked by this date if by mail*)
- Submit by mail: Theatrx Productions, Inc.
821 Sunnyside Drive, Suite L
Virginia Beach, VA 23464
- Or submit by email: **playbillad@theatrxproductions.com**
- Submit artwork in one of the following formats:
 1. **Digital file** - pdf / jpg / tif / eps / bmp files are acceptable. (*Please no Publisher or Corel files*)
 2. **Hard Copy** - camera ready and/or original art. (*Please no Prints from inkjet and laser printers.*)

IF YOU HAVE QUESTIONS OR NEED MORE INFORMATION:

"Thoroughly Modern Millie" Playbill Ad Coordinator:

Jacque Six.....757.636.9886.....hlfdozen6@netzero.net

Playbill Graphic Artist:

Debbie Garrick.....757.535.7026.....debbie@theatrxproductions.com



Hold your breath because here comes

“Thoroughly Modern Millie”

in a magical mythical musical set in the roaring twenties when bobbing your hair and rolling your stockings was considered daring.

Each patron will receive a playbill (program) that will include ads from local businesses and congratulatory “Shout Outs” from the family and friends of the performers.

This is a wonderful opportunity to get the word out about your business and show your support for the finest family community musical theatre in Virginia Beach.

If you or anyone you know is interested in placing an ad in the Theatrix playbill, please email:

Jacquie Six (Playbill Ad Manager)

hlfdozen6@netzero.net

757.636.9886

FULL-PAGE ADS

(4.9 x 7.9)

\$300 (B&W, Inside pages)

(\$600 Full-Color, Back Cover)

(\$500 Full-Color, Inside Front Cover)

(\$450 Full-Color, Inside Back Cover)

HALF-PAGE AD

(4.9 x 3.94)

\$200

QUARTER-PAGE AD

(2.45 x 3.94)

\$115

EIGHTH-PAGE AD

(2.45 x 1.97)

\$60



821 Sunnyside Drive, Suite L
Virginia Beach, VA 23464
757.523.0876
www.TheatrixProductions.com



“SHOUT-OUT” Order Form

Playbill Shout-Outs are a great way to encourage a young actor. A simple message of congratulations means a great deal to performers of any age.

CONTACT INFORMATION: (PLEASE PRINT CLEARLY!!!)

Your Name _____

Phone _____ Email _____

Show Name: **Thoroughly Modern Millie** Submission Deadline: **Friday, April 23, 2010**

COST: \$20 per Shout-Out

I would like to purchase Shout-Outs (# of Shout-Outs) _____ x \$20.00= \$ _____

PAYMENT INFORMATION *(due with order)*

- Cash *(Please do not mail cash.)*
- Check *(make check payable to Theatrix Productions, Inc.)*

DESIGN INFORMATION:

- Please use the standard design for my Shouts.
- I will design my own Shout Outs.

(Sample Shout Out)

Max Caplan
 We're very proud of you!
 Love, Mom and Dad

Size: 2.45" x 0.99"

SHOUT OUT NUMBER	ACTOR'S NAME	TEXT
#1		
#2		
#3		

FILL-OUT FORM & SUBMIT WITH PAYMENT:

Mail form & payment to Theatrix Productions, Inc., 821 Sunnyside Drive, Suite L, Virginia Beach, VA 23464 or deposit into the Box Office Depository / Mail Box at the rehearsal studio. We must have your order in hand **NO LATER** than the stated deadline to ensure it's inclusion in the playbill.