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Behind the Curtains: Non-Profit & Commercial Theater

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Learning Objectives

01

Learn & apply knowledge of non-profit and commercial theater.

02

Apply knowledge towards a collaborative goal to gain a broader understanding of theatre structures.

The logo for 'Flash Quest' is an oval shape with a brown, wood-grain texture. Inside the oval, the words 'Flash Quest' are written in a bold, yellow, sans-serif font. The oval is set against a light blue background with faint white stars and a white dashed line.

Flash Quest

5 Minutes to Investigate:

**Non-Profit
Theater**

**Commercial
Theater**



Write down as much as you can find!

Guiding Prompts:

- What are the differences?**
- What are their mission statements?**

Vocabulary/Input

Non-Profit Theatre	A theatre company centered towards a mission of accomplishing artistic and organizational goals; could be related to love of arts, education, charity, etc.
Commercial Theatre	A theatre company based on the foundation of business and building revenue; the aim is to make a profit.
Investors	A person who contributes financially toward a theatre production in the hopes of receiving a profit or advantage.
Mission Statement	A summary of a statement of purpose that drives an organization's motivation towards a goal.

Non Profit vs. Commercial Theatre Examples

01

Non-Profit Theatre: Northlight Theatre, Skokie, IL

Commercial Theatre: Ensemble Theatre Company, Santa Barbara, CA

02

Wisconsin specific companies:

Two Crows Theatre Company, Spring Green WI

American Players Theatre, Spring Green WI

03

Specific-Mission/Population theatre companies:

TYA

Deaf West Theatre

Let's learn about Investors!



How Broadway Makes Millions





Discussion



- What are similarities and differences between the mission statements of companies, even if they are from the same area of the state?
 - What did you learn about investors? How do investors play a role in theatre, even if they are behind the scenes?
 - What populations or target audiences are to be considered within a company?
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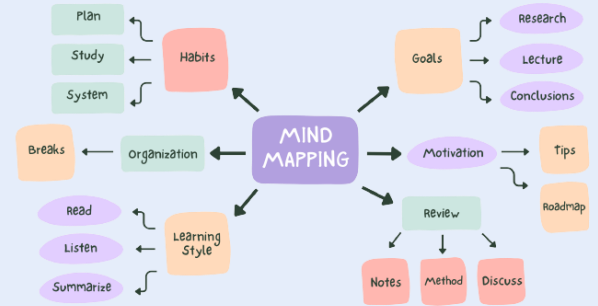
Mind Map – Volunteers Needed!



Together as a class, let's create a mind map!

- Non-Profit theatre
- Investing
- Commercial theatre

- Qualities
- Big ideas
- Mission
- Target audiences
- Relationships
- Theatre Culture
- Society





The Pitch: Up & Coming Theater

The background features stylized theater curtains in shades of orange and yellow, with black outlines. The curtains are partially open, revealing a light blue background with faint white diagonal lines.

Up & Coming Theater

**They need your
help to fill their
summer show
slot!**

Up & Coming Theater



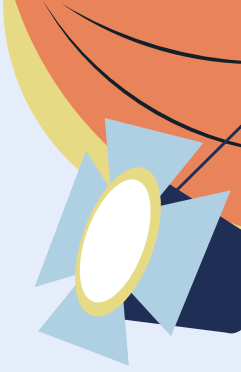
Mission Statement: Up & Coming Theater is dedicated to making theater accessible to all people by creating opportunities for engagement and enjoyment.



Focus should not be on money, but is a consideration.



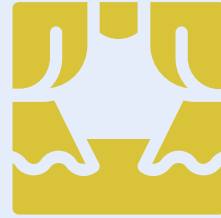
Have worked with non-profit and commercial theatre companies in the past.



You will be split into 3 Groups!



**Non-Profit
Theatre
Producer Team**



**Non-Profit
Theatre
Producer
Team**



Investor Team

If you are a Non-Profit Theatre Producer...



You and your team will develop a name for your organization, mission statement, budget, and population for the foundation of your organization. You will choose a show that fits your mission and pitch your production to the investors!

If you are a Commercial Theatre Producer...



You and your team will develop a name for your organization, mission statement, budget, and population for the foundation of your organization. You will choose a show that fits your mission and pitch your production to the investors!

Presentation/Pitch/Vision

- PowerPoint
- Posterboard
- Written Paper, verbally presented
- Video/Commercial
- Other approved medium

Required elements for each group are on the handout

If you are an Investor...



The theater owners have hired you to pick the next summer's production. Given your expertise, they are counting on you to pick a production that is exciting and provides new opportunities for theatre! After each company pitches their production idea to you, you will collaboratively pick on which show will get the summer slot at Up & Coming Theater! Remember, making money is not the main objective, but rather what exciting show can make a difference in the theatre community that fits the mission!



**Time to
pick your
groups!**



Work Time

- Use your handouts as guides
- Ask Questions if needed!

The image features a light blue background with stylized orange and yellow curtains on the left and right sides. The curtains are depicted with simple black outlines and a gradient from orange to yellow. In the center, the text "Pitch #1" is written in a bold, dark blue, sans-serif font.

Pitch #1



Pitch #2



**Investors:
Time to
talk it out!**



**Investors:
Present
Vision to
Companies**



**Investors:
Time to reveal
your pick....
Drumroll
please!**

Closing Discussion

Did you learn anything from being in the position you were placed in?

Would you want to switch roles with the one you were given today? Why or why not? Which role do you want to try? ✦

✦ ✦ What are some final takeaways?

Reflection Journal

- Write any last takeaways.
- How has your perspective changed about theatre and company structure?
- How will you use this information going forward?

