

59E59 THEATERS

Press and Marketing Overview

A Supportive Partnership for Off Broadway Success

59E59 Theaters is dedicated to supporting productions of exceptional shows to ensure their success at our venue. We achieve this through combining your artistic producing expertise with our full press and marketing support.

In It Together

Our aim? Packed houses and enthusiastic audiences. We reach these goals with tailored marketing campaigns that include key art, show descriptions, brochures, digital communications, press outreach, and more. This package is provided at no cost to you to maximize both attendance and financial returns at the box office. 59E59 shares box office receipts and is invested in your show's financial success.

Our Team

59's marketing team comprises four full-time professionals with extensive experience promoting Off Broadway productions. They stay informed about industry trends, attend conferences, and have relevant degrees and work histories. They value your unique perspective and seek to understand your show's strengths to tailor our efforts effectively across the 25+ shows we market each year.

Respecting Boundaries

We recognize your deep understanding of your production and rely on your timely and comprehensive inputs and delivery of existing assets (if any). In situations where deadlines are missed, consensus is not achievable, or when your preferences do not align with reaching box office goals, we reserve the right to final approvals. This includes, but is not limited to, key art, show descriptions, pull quotes, marketing, and sales strategies.

Communication

Providing all requested information on time is crucial to our team's efficiency in maximizing revenues. While your play's artistic message plays a role in the development of marketing materials, audience appeal is the most vital component. We strive to find a balance between your aesthetic ideals and audience-winning strategies. In instances where our team feels strongly about the effectiveness of marketing materials, we may exercise our right to final approval.

Support

We provide ongoing support throughout your run, however, our team can't be your marketing agency offering daily high-touch communications. We maintain regular contact with you (often multiple times a week), collaborating on strategies, discussing press coverage, and providing updates. We use an outside press rep and graphic designer, and we act as your liaison with them. You'll receive timely box office updates from our team.

Focusing on Expertise

We trust your artistic vision and production expertise. Safety issues aside, we never interfere with your show's creative process and support your choices even if we differ in opinion. Our expertise lies in taking care of marketing, press, ticketing, box office, and front-of-house operations, allowing you to fully concentrate on bringing your production to life.

Beyond 59E59

While we understand your interest in your show's potential future life after 59E59, our primary focus aligns with our mission: Off Broadway success at 59E59. If your primary aim in producing here is to attract commercial opportunities, we can suggest other venues better suited to meet your broader ambitions.

Summary

59E59 Theaters offers a partnership built on mutual respect and a shared goal to make an Off Broadway splash with your production. Let's combine our strengths to make your show thrive!