
Pre-show Party

THEATRE BALLET

November 2010

Brigham Young University

Contact: Performing Arts Management

(801) 422-3576

perform@byu.edu

BRIGHAM YOUNG UNIVERSITY'S

Theatre Ballet

PRINCE AND PRINCESS PARTY

Theatre Ballet will present a pre-show party where audience members can meet the ballerinas and fairytale royalty in an enchanted setting. Parents should bring cameras and take as many pictures of their children with the ballet company as their cameras can hold. The pre-show party is always a delight for children, and we invite everyone—the young and the old—to dress up in their royal costumes and enjoy an evening of fantasy!

The pre-show has known enormous success among audiences throughout the United States and has served to dramatically increase ticket sales at every venue.

PROMOTIONAL IDEAS:

- Older girls (high school or college age) can put on a prom dress and go to schools to invite the children to a prince and princess party
- Hold a coloring raffle where children can color a page and enter it into a drawing for free tickets
- Display the colored pages at the pre-show party for the children to see their work
- Venue permitting, hold a small dance at intermission where the children can go on stage and dance with the ballerinas

THE PRESENTER'S LIST FOR A ROYAL EVENING:

- Please provide a room as **highly decorated for the occasion** as possible at the venue.
- Venue permitting, the Theatre Ballet highly encourages **small snacks** for the night's guests.
- Theatre Ballet will provide candy for the children in personal packages during the preshow.

Performing Arts
Management

PO Box 28500 • Provo, UT 84602-8500 • 801-422-3576 • Toll-Free: 800-432-3576 • Fax: 801-422-0546

Email: perform@byu.edu • Internet: <http://pam.byu.edu>

A recent presenter in Arimo, Idaho, related the following experience about Theatre Ballet's performance on 13 November 2010:

Shane,

Thank you for the wonderful Theatre Ballet performance. They were fantastic and I would highly recommend them to others.

We were excited for the Princess Party and I will just give you an idea of how we handled it:

We average about 250-300 per show that we present but were happy to note that even with the comp'd tickets, our numbers were up in the 500 range for tickets used! This is a really big show for us and a very pleasant surprise. I know that having the Prince and Princess Party really made a difference and making visits to the schools to let them know about it and "make a big deal" out of the party was very helpful - time consuming, but helpful! On our poster for the event we mentioned that we would have a pre-show Princess Party.

On the Monday, we planned to take 3-4 girls dressed in their prom dresses to introduce the [coloring] contest and get them excited about the show.

We received pink milk and string cheese donated from the Idaho Dairy council and then also had water, juice, veggies, and cream puffs.

We decorated the foyer of the performing arts center with greenery, benches, a turret and king chair from the drama department and all of the colored pictures from the coloring contest.

We started the party at 6:00 pm but had people showing up as early as 5 o'clock stating it was "the biggest night in my 4-year old's life."

I worried that the performance would be noisy with lots of kids running around, but I was amazed at how well behaved and enthralled they were with the whole show. The intermission was phenomenal! The girls started slowly getting up on stage to dance and when the ballerinas came up, the kids naturally divided into smaller groups, filled the whole stage and followed every leap, twirl, and move that the dancers did. It was very precious.

Thank you for your suggestions to have the show and for making it affordable for us to do!

Angie
Marsh Valley Performing Arts