



**2008-09 Marketing Plan for  
Kidz Kabaret  
Chicagoland's Premier Children's Theater Education Group**

## Table of Contents

Kidz Kabaret market, products, and benefits .....	3
Customer interaction.....	3
Marketing budget/expenses .....	4
Advertising and promotion plan .....	4

## **Kidz Kabaret market, products, and benefits**

**Kidz Kabaret is Chicagoland's premier children's theater education group. Our motto is "Every Child Center Stage" --- every child is welcome, regardless of skill or experience.** Unlike our competition, our plays are for kids, *by* kids. We do not hold auditions. We teach children in grades K-12 about the theater and help them develop their creative talents in a safe, non-competitive environment. Under the direction of professional and degreed actor Kandiss Hernandez, we put on 10-12 productions each year on a professional stage in downtown Naperville. Our students are involved in every aspect of staging our productions, from makeup to marketing.

We also offer performance classes as a gentle, fun introduction to the theater.

Our students learn:

- Teamwork and co-operation. We are a tightly knit group; there is no competition among the students, and we have none of the backstabbing that can so often happen in the theater.
- How to think on their feet. Accidents and miscues can happen on stage, and our students learn how to take these things in stride and keep the show going.
- How to speak in public. Within our nurturing environment, our students quickly overcome any public shyness.
- How to sell an idea to an audience. Our students must sell themselves to the audience every time they are on stage as they deliver their lines or perform their songs.

These skills we teach are highly valued in the business world and will serve our students well in their adult lives in whatever professions they ultimately choose. Whether children are performing on stage or watching from the audience, live theater helps shape and define their lives.

## **Customer interaction**

Parents sign their children up for our shows on a seasonal basis and for our workshops on an ongoing basis. Parents come to our office to register, at which time payment is due. Parents interact primarily with Kandi Hernandez or student interns to register, although additional board members may assist as needed.

Parents may also purchase Kidz Kabaret T-shirts, Kidz Kabaret bags, Kidz Kabaret magnets, and makeup kits at our office.

Parents and the public may purchase tickets for our shows over the phone or in-person at our office from Kandi or a student intern. Ticket holders come to the shows at The Comedy Shrine in downtown Naperville. At The Comedy Shrine ticket holders interact primarily with Susan Love.

## **Marketing budget/expenses**

Full capacity of our programs means:

Membership Dues:	\$3,400
Camps:	\$10,000
Shows:	\$88,800
Fry YMCA	\$12,000
<b>Total Student Income:</b>	<b>\$114,200</b>

Additional income is generated through fundraising, grants, and sponsorships. Ticket sales represent only an incremental income, as this income generally offsets the cost of renting theater space the salary for the accompanist for the shows, with little income left over.

**Projected 2008-09 Marketing/Advertising Expenses: \$6,310**

## **Advertising and promotion plan**

**Advertising – (Total cost \$6,310) – newspapers, Trivia Pages, school fliers**

Newspaper advertisements (total cost \$4,189):

- o Daily Herald (cost per ad run \$350, total cost \$1,050):
  - \* \$350 per run -- \$87.50/day for 2x5 ad to run MTWS
  - \* August, December, May to promote registration
  - \* Reaches 13,794 subscribers
- o Naperville Sun (cost per ad run \$525, total cost \$1,575):
  - \* \$375 per run -- \$125/day for 2x5 ad to run WThF in subscriber issue
  - \* \$150 per run – 2x5 ad to run Tuesdays to all Naperville non-subscribers
  - \* August, December, May to promote registration
  - \* Reaches 116,532 subscribers + 30,033 Tuesday issue non-subscribers
- o DuPage Woman (cost per ad run \$375, total cost \$750):

- \* \$375 per ad run – ¼ pg plus ¼ pg free to run in two month newspaper
  - \* September/October and March/April issues?
  - \* Editorial content encouraged
  - \* Reaches 85,000 readers
- o Trivia Pages ?? – This was a new program instituted last year, and we will see if it is successful before we commit to renewing.
  - o Clipper Magazine ?? – This could potentially be a successful place to advertise our new karaoke parties, however, each ad could potentially cost over \$2,000, which may be too much. As of 7/14/08, I am still waiting on verification of cost.
  - o High School Newspapers (cost per regular ad run \$407, total cost \$814):
    - \* Central Times \$157.25 for full-page insert
    - \* North Star \$100 for full-page insert
    - \* Echo (Neuqua Valley) \$150 ½ page ad
    - \* December, May to promote registration

Fliers distributed to students in District 203, 204 and private schools (total cost \$2,121):

- o District 203 – 120 fliers per elementary school, 50 per junior high school
- o District 204 – every elementary school student, 50 per junior high school
- o Estimated \$707 per run, approx. 18,000 total copies per run
- o September, December, May to promote registration

### **Publicity** – increase our visibility in the community

- o Press releases for every Kid Kabaret registration event, show, and special event/community service event will go to newspapers, magazines, and website community calendars throughout DuPage County
- o Our website and regular emails to parents will also announce the above events concurrently with press releases
- o Joint promotions through the Girl Scouts: Establishing “Girl Scout Days” at our shows will help increase ticket sales.
- o Radio promotions – Seasonal on-air ticket giveaways with 9FM, 95.9 The River
- o Other cross-promotional possibilities – Naperville Convention & Visitor’s Bureau posters; Naperville Cultural Center

- Feature articles – periodic pitches to newspapers and magazines for longer articles that attach our activities to current news items
- Corporate Sponsorships – These provide potential for publicity for ourselves as well as our sponsors (press releases, signage at our sponsor's site of business)

**Point of Purchase Displays** – we should display prominently in our lobby everything Kidz Kabaret offers:

- Display current casts and classes still open for registration
- Display fliers advertising classes; fliers for current shows; fliers for next season's registration
- T-shirts, bags, magnets, and make-up kits displayed neatly with prices clearly/neatly marked

**Marketing Materials** – Every piece of paper, every email that leaves the office will have our phone number, web address, and if possible our logo on it or at least our tagline on it.

- Stationery
- Receipts – (for example, \$71 for two 2-part customizable cash receipt book at Staples.com, each book w/ 450 pgs)
- Brochures
- Website – This will ALWAYS be current. Everything that we do will be broadcast on our website.
- Emails – All emails will have a Kidz Kabaret signature.