

Community theater has exploded over the last 10 years, with more groups competing for audiences, volunteers, and donations. With budgets getting squeezed, from all sides, in these rough economic times it has become *vital* important to *establish* your identity in order to garner new audiences and *keep* the longstanding patrons.

Does your theater have a *distinctive* brand that is used consistently in all of your print and online materials? Would you like someone who will *listen* to your ideas and needs while delivering *on time* and within *your* budget? And most importantly do you need someone who *understands* community theater and its budget limitations?

Quality productions complimented with distinct collateral materials (including advertising) project a professional image. Whether you currently use a graphic firm or use volunteers, whether your materials are self-produced or done on an ad-hoc basis, the time has come to up your game and promotion plans.

## One Shoe Off design studio

[design@oneshoeoffdesign.com](mailto:design@oneshoeoffdesign.com)  
[www.OneShoeOffDesign.com](http://www.OneShoeOffDesign.com)



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Helping community theaters *get noticed* in the DC area since 2006.



One Shoe Off Design's involvement with community theater stretches over the past 20 years and gives us insight into your budgetary restraints. We are an graphics design group offering numerous services for all your printed and online materials. Our objective is to provide you a Personal, Cost Effective, and Flexible Service that exceeds your expectations.



The first step is to consult with you one-on-one to determine what you need, and achieve a custom cost-effective package

**“One Shoe Off Design Studio offers a superb quality product. They work with me until I am happy with the final product. Their turn-around times are swift and accurate. I highly recommend their talents to anyone.”**

— Rich Klare  
ESP President

of design elements for those specific needs. Additionally, we offer you Printer/Vendor point of contact services at no additional cost. Contact us today by visiting us on the web at [www.OneShoeOffDesign.com](http://www.OneShoeOffDesign.com)!

## PRODUCTS AT A GLANCE

These packages are only a sample of what can be produced — with a fixed fee guarantee.

### BROCHURE MATERIAL \$325.00

Self-mailers are a good way of getting yourself noticed and adding to your ticket sales or donation tally. Working together we can create a brochure as simple or as fancy as you desire. Most importantly the look will be **unique** to your theater group with a tear-off form customized to your requirements. The package includes one advertisement promoting your season.

### MAINSTAGE MATERIAL \$275.00

This package deal offers you one publicity postcard and playbill **for one show**. On the occasion that you need/want to post an advertisement in the local newspaper, website, or with any other vendor; We offer this for no extra cost with this package.

### YOUNG AUDIENCE MATERIALS \$150.00

Do you offer your patrons childrens shows? This package deal offers you one publicity postcard **for one show**. On the occasion that you need/want to post an advertisement in the local newspaper, website, or other vendor; We offer one ad for no extra cost with this package.

Other services, which can be quoted on an as needed basis are:

- **Posters/Flyers;**
- **Electronic Newsletter; &**
- **Website Redesign;**
- **Website Maintenance;**
- **Identity/Branding Package (Includes Logo, Business Card, Letterhead, and other collateral material); &**
- **More.**

We work with you to arrive at affordable pricing and something that is unique for your organization.