

ACTORS
THEATRE
Actors Associates

Project: **Stage Door Sale**

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Description

The event was a costume and prop sale and it included all types of costumes, clothing, shoes and accessories along with furniture and set pieces. We also sold vintage Humana Festival of New American Play posters.

It was held in the lobby of the theatre complex with the costumes and props on separate levels. It began at 1:00pm and ran until 10:00pm. Customers paid for all items at a centrally-located check-out station. There were some large, very special items (props and costumes) that were sold through a silent auction.

Costumes:

The costumes were grouped and priced according to function, ie, all pants were \$5.00, all wigs were \$3.00. There was a special section for special costumes which were much more elaborate and were priced accordingly. Associates were on hand to bag items and write up a sales slip for each customer.

Props:

Most props were large, furniture pieces and included information about the production they were built for. Associates were on hand to fill out sales sheets, put "Sold" signs on items and make pick-up arrangements for large items. Some items were picked up that night or the next day.



Keys to success

- The event was held in conjunction with a 50th anniversary, season-opening block party that was held in the street directly outside the theatre. Approximately 10,000 people attended the event which included live entertainment, food and beer trucks, cocktail tents and children's activities. It was heavily promoted by theatre staff on social media as well as traditional outlets.
- The production staff, particularly the Costumes Director and the Props Director, provided the items to be sold.

- The theatre provided all volunteers with t-shirts so they were easily identifiable during the sale

Estimated number of hours required

Theatre staff –	Costume staff: over 400 hours Props staff: over 200 hours PR/Marketing/Administration: 400 hours (includes promotion of entire event)
Volunteers –	Meetings/Planning: 660 hours Preparation: 100 hours Day of Event: 450 hours
TOTAL Hours:	over 2,210 hours



Estimated Cost:
Total of \$1,660

Stipends for staff: \$1,200
Supplies: \$460
Price tags/signs
Printing supplies
Laminating
Food for volunteers

Results:
Total sales were \$10,580

Net profit: \$8,920

