

Theatre Event Proposal Template

A structured one-pager for production leads pitching a new show, event, or season. Fill in each section and share with your board, artistic director, or producing partners.

1. Production Overview

Working title

The show or event name (and subtitle if applicable).

Proposed dates

Performance window — e.g., "Spring 2026, 4 performances".

Venue

Mainstage, black box, off-site, or touring.

One-line pitch

What is this show in one compelling sentence?

2. Artistic Vision

Concept & themes

Why this show, why now? What will audiences feel?

Director / creative lead

Who is championing this production?

Style & influences

Reference productions, design language, tone.

3. Audience & Goals

Target audience

Who is this for — families, students, subscribers, new attendees?

Success metrics

Ticket sales target, community impact, educational outcomes.

4. Cast & Crew Requirements

Casting needs

Number of roles, age range, gender breakdown, special skills.

Production team

Stage manager, designers, technical crew, music/choreography.

Volunteer needs

Front of house, build crew, costumes, run crew.

5. Schedule

Audition window

Casting calls, audition dates, callbacks, casting decisions.

Rehearsal period

Start date, frequency, tech week, dress rehearsals.

Run dates

Performance dates and times.

Strike & wrap

Load-out, cast party, post-mortem.

6. Budget Snapshot

Category	Estimated Cost
Rights & royalties	\$
Scenic & set	\$
Costumes	\$
Lighting & sound	\$
Props	\$
Marketing & printing	\$
Stipends & honoraria	\$
Contingency (10%)	\$
Total	\$

Revenue plan

Ticket pricing, sponsorships, fundraising, grants.

7. Marketing & Outreach

Key messaging

Three lines that capture the show for press, social, and posters.

Promotion channels

Email, social, print, partner orgs, local media.

Launch timeline

Announcement, on-sale, push windows.

8. Risks & Considerations

Risks

Casting depth, rights, venue conflicts, weather, budget overruns.

Mitigations

How will each risk be managed?

9. Approval

Role	Name	Signature	Date
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Director / Lead			
Producer / Board			
Treasurer			

Template by StageManager — production management for theatre programs. stagemanager.tech