

Theater Revenue Structures

Streams of Revenue

There are three primary ways in which a tradition theater company makes revenue.

1. Ticket Sales
2. Annual Membership
3. Sponsorship

Ticket Sales

This is the primary revenue for most theater and/or theatre companies. Small non-equity theaters generally charge \$10-\$20 per ticket per the number of seats in the house (20-99). Equity houses and theaters with more than 100 seats will generally charge between \$40-\$100. Ticket. Depending on certain cast status, name recognition and or critic reviews and marketing. Large theater venues with 250 or more seats follow the Broadway structure.

Annual Membership

This is a secondary source of revenue typically requires several years of favorably critically reviewed shows and/or talent name recognition. The annual membership will include select seating to season and or yearlong productions and bonus exclusive incentives, socials with talent etc. Annual memberships may run at the face value of a year-long season of productions all the way up to \$1,000. Depending on the exclusivity of the incentives.

Sponsorship

This third tier of revenue is similar to annual membership in that it requires a history of favorably critic review productions and/or talent name recognition. Sponsorship can range from product placement, to brand marketing in association with the theater on any and all PR materials. This revenue stream typically begins in \$1,000s per year all the way up to \$50k-\$100K for longer term marketing agreements.