

THE WONKA WIRE

Calling all Oompa Loompas! We're just a few weeks away from the chocolaty goodness of Willy Wonka and our goal is to have our cast play **to a full house every show**. Last year, almost every show was sold out! So the bar is high—but we have a show and cast that is **fabulous!**

So, I've put together a list of **6 things** that you and your family can do to promote the show.

1. **Decorate your car!** We will have markers and a template for decorating your car at rehearsal on Saturday and next Saturday. We are asking any high schooler who would like to earn some community/volunteer hours to help us with this activity after practice this Saturday and next. But families and kids can do their own decorating as well. It's fun, it's easy and it sells tickets -- it's free advertising!
2. **Sell ONE business ad to a local business.** The ads placed in the program from local business are great for The Alliance Theatre because the income helps pay for the printing of the programs. The program is seen by over 3,000 people who typically sit and look through it while waiting for the show to start. If you have a relationship with a local retailer or restaurant, start there. Sometimes your employer will support a community activity that an employee is involved in as well. Think doctor's office, hair salon, also!!!
3. **Distribute flyers, post flyers, hand out flyers!** Your neighborhood, your pool, camps your kids are in, your church or bible camp, special events like swim meets, your fellow workers, your office door at work, the dance studio, the window of a retailer you know, windshields of cars in shopping centers, a senior center, etc. Hopefully, you get the picture. We printed 5,000 -- so there are plenty if you need more. Just ask whoever is at the table in the hall for more.
4. **E-MAIL everyone you know!** You can also e-mail the flyer to your friends, family, Bunko group, sports team, the class your child just finished, girl scout or boy scout troop, other e-mail groups you have. I've attached an electronic version for this purpose.
5. **Talk it up wherever you go.** It really doesn't come across as a hard sell. Most people are really interested to know about a community activity for the whole family!
6. **Advertise on social networks.** Remember FACEBOOK, TWITTER, My Space!! Talk it up and don't forget the link... www.thealliancetheatre.org

A few key points about The Alliance Theatre and this show:

- This is our 7th summer musical. Last year's show, *Beauty and the Beast*, was sold out for almost every show.
- We're the only community theatre group in western Fairfax County
- Unique program with entire families participating -- over 50 local children and over 30 talented, musical adults are in the cast!
- There is audience participation! It's fun for everyone.

If you have any questions, send one of us an e-mail.

Sincerely,

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Wonka's Publicity Sweetarts