

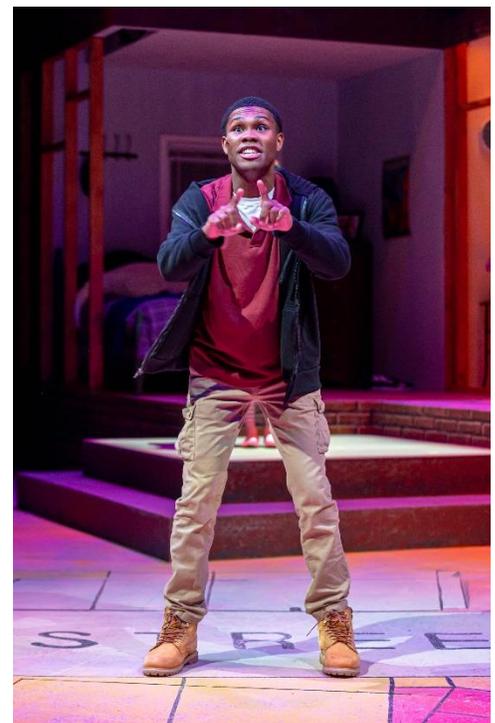


We are a proud partner with the with The Orlando Repertory Theatre (ORT) <https://www.orlandorep.com/>. The Orlando Repertory Theatre (ORT) welcomes all school and community groups to participate in academic enrichment activities. In addition to professional productions, The REP offers community engagement initiatives, an award-winning Youth Academy, and workshops for teachers. The REP is Florida's only professional theatre for young audiences.

ABOUT THE ORLANDO REPERTORY THEATRE

A theater dedicated to the professional production of Theatre for Young Audiences (TYA) work is incredibly rare: while some may occasionally feature a show for children, few are dedicated to the development and production of these works. According to Theatre for Young Audiences, USA, there are just over 120 of these organizations across the country. In producing TYA these theaters take on risk, as programming is designed for a narrow age group, often misrepresented as lower quality, and experiences a significant churn of patrons as children “age out” of programming.

And yet, TYA plays and performances are uniquely exciting and inter-generational: they spark the imagination, actively engage the audience with the story, and begin meaningful and important conversations between family members. These works are becoming so important in the theatrical landscape, that the first issue of the Dramatist Guild’s magazine following the COVID-19 crisis focused on TYA as an essential format, bringing joy and creativity to children and families in uncertain times.



Orlando Repertory Theatre is the only theater in Central Florida dedicated to the production of these TYA works year-round, and is nationally recognized for innovation and excellence in producing them. From adaptations of children's stories to commissioned new works and blockbuster musicals, we are providing enriching, engaging theatrical productions to audiences from Central Florida and beyond. This work is unique and innovative not just artistically, but also academically; we are the only theatre in the country to partner with a University (UCF) to support a Masters of Fine Arts program in TYA. This partnership brings cutting-edge academic approaches, trends, and perspectives to the work we program on our stages.



Orlando Repertory Theatre is located in Loch Haven Cultural Park and consists of three venues, production facilities, classrooms and administrative offices. And while Orlando Repertory Theatre is currently celebrating its 20th birthday, the company roots date back to 1925 in Orlando.



AUTHOR EVENT FORMAT AND MARKETING

We can host a ticketed events or free events. If we decide that the book is included in the event, customers will RSVP through Eventbrite to registers or buy the book and receive a code to pre-order the book at a discounted price. On the occasion where the book has already come out, we can make sure that Attendees will have the chance to read the book before the event so they will be able to ask questions about the book. There will be a prepared moderator.

We put a great deal of time and attention into the social media universe because we know that increasing our presence online is critical to expanding our exposure to customers and readers. With our active website, social media and marketing presence, along with an event staff that utilizes all social media outlets regularly to launch digital campaigns. We send out press releases to our well curated media list and follow-up with targeted outlets. Monthly, we send out digital newsletter to almost 10,000 subscribers. We pre-sale and promote all our events on our website. We enable paid FB & Instagram ads and blogger outreach.