**LOGO**

Name of your Company

**Production Name**

**Dates**

****

**In this Media Pack:**

1. Text & Credits
2. About The Production
   1. What it’s about
   2. Who’s in it
   3. Themes

1. Box Office information
   1. Conversation summary
   2. Key selling points
   3. Length
2. Audience
   1. Target Audience
   2. Age recommendation
3. Biographies

1. About the Company
2. Online content
   1. Social media links
   2. Video links
   3. Images
   4. Press
3. Press Quotes
4. Contacts
5. Credits
6. Tour list
7. **TEXT & CREDITS**

Three paragraphs of promotion text here.

**Lorem ipsum** is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout. Lorem ipsum is mostly a part of a Latin text by the classical author and philosopher Cicero. Its words and letters have been changed by addition or removal, so to deliberately render its content nonsensical; it's not genuine, correct, or comprehensible Latin anymore.

While **lorem ipsum**'s still resembles classical Latin, it actually has no meaning whatsoever. As Cicero's text doesn't contain the letters K, W, or Z, alien to latin, these, and others are often inserted randomly to mimic the typographic appearence of European languages, as are digraphs not to be found in the original.

**Choreographer:**

**Dancers / Performers:**

**Set Designer:  
Lighting Designer:**

**Sound / Composer:**

**Credits, Sponsors & Partners:**

List here

**Logos required:**

Your logo, partners, funders

(+ LINK HERE to DOWNLOAD logos)

1. **ABOUT THE PRODUCTION**
   1. **What it’s about?**

* 1. **Who’s in it**

List names of dancers and performers

* 1. **Themes found in the production**
* List a few themes that the work explores, is inspired by, or is focused on.
* These themes allow for interested discussion topics in press and social media.

1. **BOX OFFICE INFORMATION**
   1. **Conversation summary**

Think of this section as if you were describing it to someone you met for the first time.  
You may also want to include information on the style of the choreography.

* 1. **Key selling points: (EXAMPLES BELOW)**

1. Dancers were seen in other performances xxx
2. Critics have noted the choreographer as a “visionary choreographer”, who has produced “arguably the most challenging Irish dance work ever seen on stage.”
3. This production premiered last year and received critically acclaimed reviews in the Dance Festival.
4. There is a strong visual element to the production with stunning graphics – film, photography, drawings.
5. If you like fast action – you’ll want to see this. If you like tender moments – you’ll want to see this!
   1. **Length**60 minutes

1. **AUDIENCE** 
   1. **Target audience: (EXAMPLES BELOW)**
      1. Previous dance attenders (Ballet, Tango, Contemporary, Traditional dance etc)
      2. People who go to new work and experimental theatre
      3. Dance school, college dance programmes with a focus on contemporary and traditional dance
      4. Students studying design
      5. People who want to feel something powerful!
   2. **Age recommendation**:

Suitable for age 13 + (example)

1. **BIOGRAPHIES**

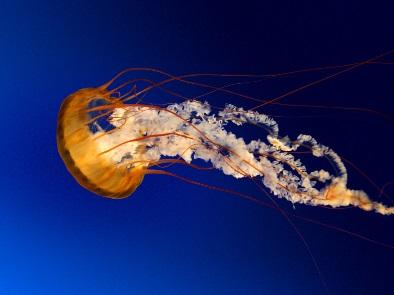
**Director**

**Choreographer**

**Dancers**

**Designers – if someone if particular note**

1. **ABOUT THE COMPANY**

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In a professional context it often happens that private or corporate clients corder a publication to be made and presented with the actual content still not being ready. Think of a news blog that's filled with content hourly on the day of going live. However, reviewers tend to be distracted by comprehensible content, say, a random text copied from a newspaper or the internet. The are likely to focus on the text, disregarding the layout and its elements. Besides, random text risks to be unintendedly humorous or offensive, an unacceptable risk in corporate environments. **Lorem ipsum** and its many variants have been employed since the early 1960ies, and quite likely since the sixteenth century.



1. **MEDIA CONTENT**
   1. **Social media links**

Facebook

Twitter:

Instagram:

* 1. **Video links:**  
     Preferably Youtube/Vimeo links, with permitted embedding
  2. **Images**  
     Images can be downloaded here. (link to an online folder which has high and low res images in portrait and landscape).
  3. **Press:**   
     Link to press articles   
     Link to press articles  
     Link to press articles  
     Link to press articles
  4. **Official website** if you have one  
     www.abcdxyz123.com

1. **PRESS QUOTES**

*“A beautifully crafted, mysterious, impressionistic piece that captures the hidden world of insects, and can also stand as a metaphor for human existence.”*   
The Globe and Mail

*“A showstopper of a contemporary dance work”*   
The Post

*“brilliantly danced… this choreographer has the right stuff, the right moves and the right nerve to make things happen.”*Arts Review   
  
*“Turner's Emergence offers a contemplation of human and insect activities – the swarm as social group; the hive as home – and makes its points well”*   
The Times

1. **RECENT PRODUCTIONS**

Link here to your other works (from your website or elsewhere)

1. **COMPANY CONTACTS**

**Director / Choreographer** Name   
email   
contact number   
  
**Press Name**email   
contact number

**Marketing Name**email   
contact number  
  
**Lighting Designer** **Name**   
[email](mailto:27penguinchicks@gmail.com)   
contact number

**Set Designer** **Name**[email](mailto:27penguinchicks@gmail.com)   
contact number

**Sound Designer Name**[email](mailto:27penguinchicks@gmail.com)   
contact number

**Production** **Manager Name**   
[email](mailto:27penguinchicks@gmail.com)   
contact number

1. **TOUR LIST**

**Theatre**Dates  
Website   
Ticket Prices / booking info  
  
**Theatre**   
Dates  
Website   
Ticket Prices / booking info

**Theatre**   
Dates  
Website   
Ticket Prices / booking info

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