

## **Ticketing of Centre Stage Productions**

This letter is to clarify why we have to charge for tickets for Centre Stage Productions.

Firstly, the cost of the regular class time: This is what you pay for when you pay the term fees and is charged per hour which is a very competitive rate especially when you consider the two main factors –

- Our teachers are trained and experienced and have all worked as professional performers.
- We have very small classes, usually a max of 12 in a class - many other similar courses in other schools run with a minimum of 20.

Please note, we don't charge any extra for the training experienced in extended, extra, or standby rehearsals or in technical and dress rehearsals in extra time – this is given as gratis.

When children perform on stage, they tend to average 2 audience member each - at best two adults = \$40. With a total of 12 in a class, the best case scenario gives us \$480 as a budget for the show.

With this budget, we have to cover the cost of materials for the set, the costume, marketing, manpower, printing and the ongoing costs of maintenance of sound and lights ( 2 x shows). Here is an example of the kind of approximate costs we are usually looking at so that you can assess the costs involved for an average show, we have included some key elements below from a recent production.

Timber for the construction of the set	\$220
Paint	\$180
Costume @ \$25 per student	\$300
Props and set dressing	\$200
Performance rights (anything from approx £ 350 upwards per show)	\$4300
Lighting and Sound equipment (additional to standard rig)	\$260
	<b>\$5460</b>

Those are only some of the major costs, by no means all. Then we must factor in the time to construct the set and fit up lights and sound.

Set building	30 man hours
Lighting and sound programming	10 hours

Finally we add additional staff for the dress rehearsal, tech and show, an additional 4 staff members, working 6 hours each; 18 hours. (Most of the tech and dress time is added on to normal class time and not charged in your fees.)

Our aim is to produce the best possible show for the cost, but, putting on a show is a very expensive business. We would love to be able to offer the tickets cheaper to fill the audience, there are 60 seats available for the example show above, so at \$5 this would generate \$300 if we sold out. With 12 students we tend to sell around 24 tickets a show, so at \$20 a ticket then we can recoup \$480.

What we do manage to achieve what no other school does is to provide a constant range of projects for the students with an excellent teacher/student ratio. This simply does not exist in other schools who tend to do big productions with big casts and equally big ticket costs.

If there were a way to offer the shows at a lower cost, we would love to take it. Sponsorship is an option, at the moment we are 100% un-funded, but it is hard to attract sponsors prepared to pay for other children's experiences in a first world country.

We hope this explains why we have to charge for tickets, thanks so much for your time and understanding.

Very best wishes  
*The Centre Stage Team*