



Mastering the Business of Theater

Why teaching students to produce is
the missing link in arts education.

The Producer Desk

The Core Belief

**Every student who
makes theater
should understand
the business of
theater.**

Understanding that
every show is a
business doesn't
diminish the art.

It makes the
art possible.

The Educational Gap

What We Teach



Acting



Singing



Set Design



Directing

What We Don't Teach



Budgeting



Sponsorships



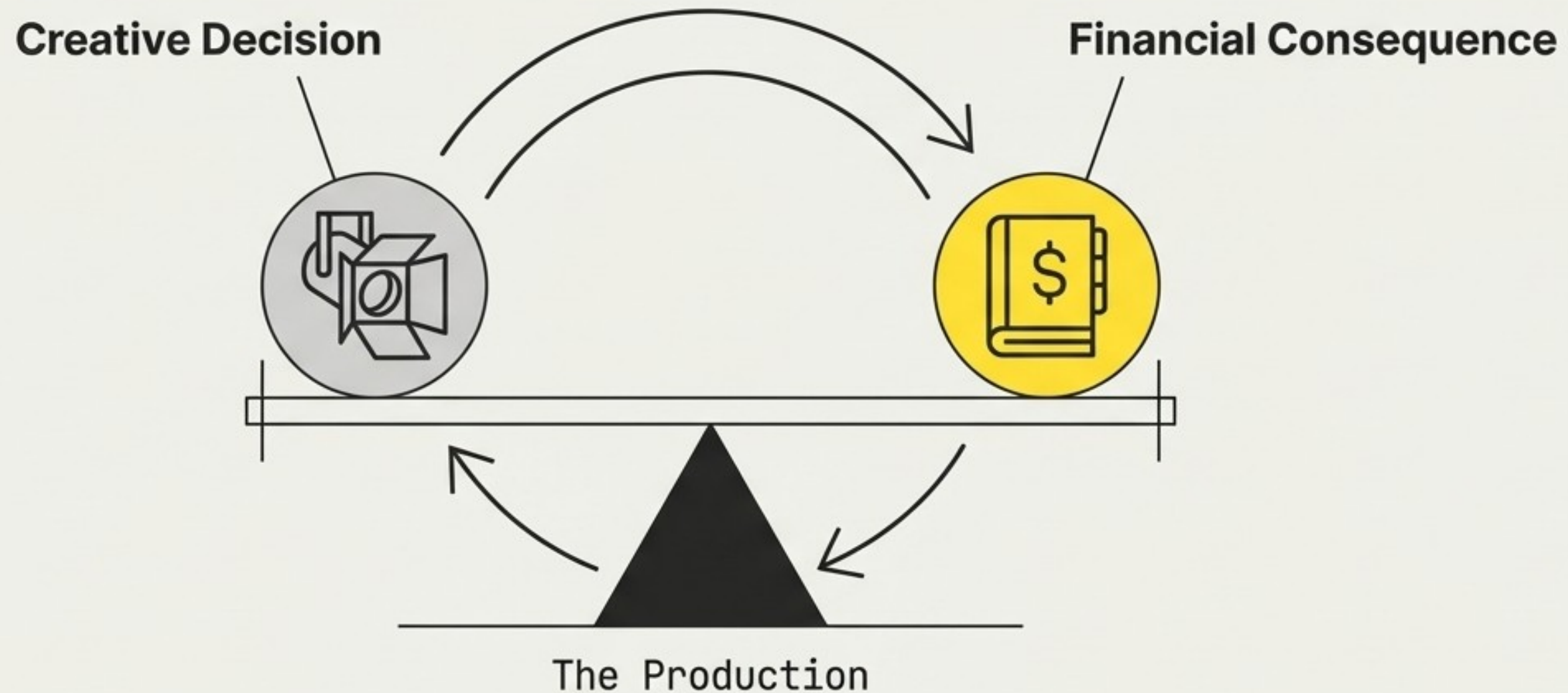
Box Office Management



Marketing

Students learn to perform, but almost nobody shows them how the money works to get a show in front of an audience.

The Hidden Reality of Production



Every creative decision you make in a production has a financial consequence. Every single one.

The Universal Mechanics of Theater

	Broadway Show	School Production
Scale	Massive	Local
The Decisions	Identical	Identical
The Roles	Identical	Identical
The Hard Work	Identical	Identical

"Producing a Broadway show is fundamentally no different from producing a school production."

Enter

SHOWTIME!

A complete student producer toolkit.

Real working documents that
put students in charge of
their own production.

The Toolkit Ecosystem



The Power of Actual Stakes



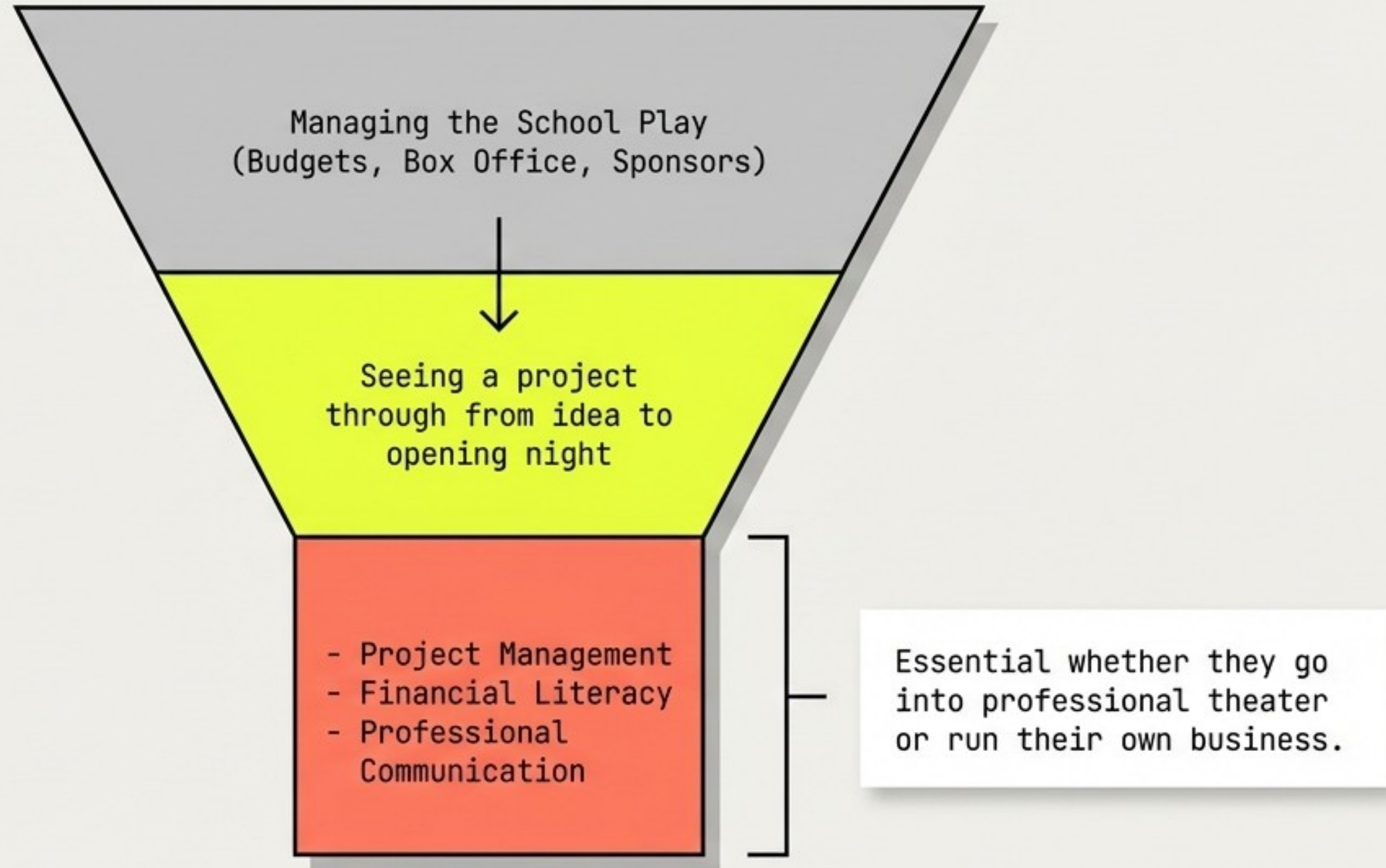
NOT A SIMULATION.

- Real sponsor letters to real local businesses.
- Real budgets.
- Real ticket sales.
- Real audience playbills.



These are the actual tools used in the actual show.

The Long-Term ROI



Frictionless Delivery



Google Sheets

(For budgets & box office trackers)



Google Docs

(For sponsor letters & audition sheets)



Canva Templates

(For professional playbills)

Instant digital download via a single PDF. Free Google and Canva accounts work perfectly. Questions? Messages answered within 24 hours.



The show must go on.

Now your students are the ones producing it.

The Producer Desk:
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