

Spring 3-23-2016

# NIETF Marketing Project: Valparaiso Theatrical Company - "The Theatre That Cares" Proposal Presentation

Lisa M. Davison

*Valparaiso University*, [lisa.davison@valpo.edu](mailto:lisa.davison@valpo.edu)

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## Recommended Citation

Davison, Lisa M., "NIETF Marketing Project: Valparaiso Theatrical Company - "The Theatre That Cares" Proposal Presentation" (2016). *Graduate Academic Symposium*. 18.  
<http://scholar.valpo.edu/gas/18>

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## **ABSTRACT/LISA/NIETF & VALPARAISO THEATRICAL COMPANY**

NIETF, Arts Marketing and Research, Kari-Anne Innes,

Theatre Group: VALPARAISO THEATRICAL COMPANY, Prepared By: Lisa Davison

### **INTRODUCTION: Background and Circumstances**

Becky Jascoviak is the President of Northwest Indiana Excellence in Theatre Foundation (NIETF) collaborating with students at Valparaiso University's Arts and Entertainment Administration marketing class under the supervision, leadership, mentorship, and direction of instructor Kari-Anne Innes. The goal this semester is to work on an in-depth research project to evaluate NIETF marketing and communication tactics, create a marketing plan, and provide core demographic data on the twelve theatre groups that comprise (NIETF).

### **Background and Circumstances**

NIETF

NIETF was structured in 1992 to celebrate and support theatre arts and the theatre community in the NWI region. NIETF's main objectives are to build audiences, attract and maintain members, and foster collaboration with the goals of attaining and sharing audience profiles, offering new markets and more services, and to adapt to fit needs and wants its patrons. Their purpose is to help build audience for each of the participating theatre group members.

NIETF offers membership at various levels to support established, amateur, theatre troupes, church or schools, and individual, business, corporation, or organization's wishing to associate

with NIETF and support its mission and values. Memberships offer various benefits specific to the member's plan.

### THE NIETF REQUEST

The request for the research of our theatre groups is to provide core demographics, data statistics and information, along with the specific needs of our assigned theatre groups. This can be accomplished with data and information regarding the changing dynamics of NWI in order to create an effective and efficient marketing plan to benefit NIETF, area communities, and theatre groups in collaborating, combining resources and building interests in theatre arts and the theatre community and beyond.

Some NIETF goals include, but are not limited to, gathering elaborate data on expanding market, attendance, volunteerism, membership, budget, co-op opportunities, audience surveys for demographics, trends, competitiveness, entertainment options in NWI, web/tech problems, phone applications, IT information, and other theatre support like NIETF in discovery with assigned theatre group covering data on marketing, promotion, demographics, technology, and other support.

Valparaiso Theatrical Company (VTC) is a not-for-profit theatre group with a mission and purpose to perform live theater to raise money for charitable organizations. They are known as the "theatre that cares." VTC donates 60 percent of sales income to charity, and the other 40 percent helps to pay expenses. Their mission is to offer professional style theater at an affordable price, engage community in patronage, acting, membership, and volunteerism of the performing arts, while giving to worthy charitable causes.

The organization evolved from fundraising activities for the American Cancer Society, and was inspired by Colleen Zana. In 2009, the first theater fundraising event was put together and performed at the First Presbyterian Church. Currently, they organize two shows per year and donate a generous percentage to charities in need.

Valparaiso Theatrical Company is a member of NIETF. The purpose of the organizations' unity is to collaborate and build strength and awareness for the area's theaters and the arts to our surrounding communities in Northwest Indiana; with every act of collaboration and cooperation, each theater group helps the cause to reach various goals.