

BASIC MARKETING MATERIALS:

- hi res photos, preferably organized in some kind of url link for easy viewing & downloading (with artistic & photographer credits)
- trailers, excerpts, and full-length videos - files or links you can readily email (trailers can be added to your hi res photo url link for easy download)
- recent press - including pull quotes (the short press quotes), and links to the full piece of press that quote is from
- narrative description of the show - which you have because that's where you got your pitch from, right?
- narrative description of the company

A note about photos: do not put ANY photos on your website that you don't have in hi res. This is because a presenter will fall in love with a certain picture they've seen - in fact, they've decided it has to be on the cover of their brochure. Turns out that great photo was taken on the first iPhone and doesn't exist in high-resolution... whoops.

Your website should make it clear:

- where you are located
- WHO your leadership is, artistic & administrative
- what year you were established
- what shows are currently available for touring - and what size touring company they tour with
- your touring history (presenter will want to see what show toured to what venues what years)

Other things that you will want to have on-hand/at the ready when you are on a call with a programmer:

- tech rider, ready to be emailed
- range in touring fees (be that for a "local" engagement within driving distance, or a flying engagement)
- touring head counts & roles
- rooming count (singles vs doubles, how many nights)
- freight dimensions & estimated fees
- study guides, if you've got them