



## **OHIO COMMUNITY THEATRE ASSOCIATION THEATRE BROCHURE COMPETITION GUIDELINES**

To show off what type of public relations methods our member theaters use to promote their seasons, the **Ohio Community Theatre Association** will hold a theater brochure competition each year. Brochures will be reviewed by an outside marketing/public relations person prior to State Conference. Award certificates will be presented at the Annual Conference.

**A copy of the current year brochure should be sent to the Competition Chair,  
JASON NEYMEIER, 4118 Kinsley Ct., Toledo, OH 43607,  
PHONE: (567) 316-3817 EMAIL: jasonn1979@gmail.com**

### **BROCHURES WILL BE JUDGED ON THE FOLLOWING INDIVIDUAL AREAS:**

**Overall design:** make your brochure reader friendly and representative of your theater.

**Content:** should include all pertinent information on your shows and your group, and theater information so people can get to your productions and/or make reservations or purchase tickets.

**Layout/Appearance:** should not be crowded, should be easy to read and include use of graphic elements and/or photography.

**Originality:** be original and try new designs.

**Creativity:** use your creativity to inform and show off your theater productions.

**DEADLINE FOR BROCHURE COMPETITION IS JULY 17, 2021**