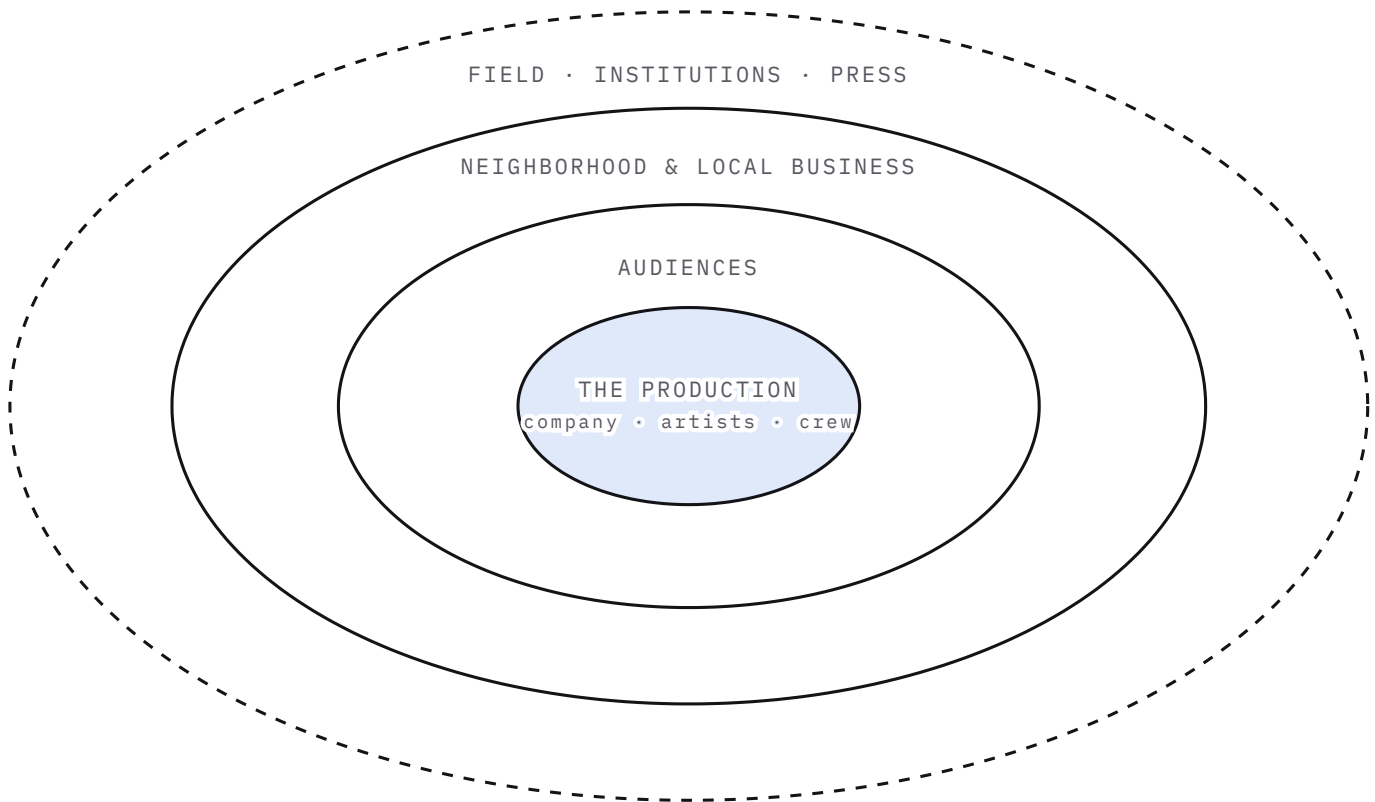




Q2 • DEVELOPMENT TO PRE-RUN

TARGET THE ECOSYSTEM

Every show already sits inside an ecosystem. Write names, not categories, into each ring: the real people, venues, businesses and institutions that already care about what your show is about.



AUDIENCES: WHO, SPECIFICALLY?

NEIGHBORHOOD: VENUES, RESTAURANTS, SHOPS, SCHOOLS

FIELD: ORGANIZATIONS ALIGNED WITH THE THEME

PRESS & PLATFORMS: OUTLETS, PODCASTS, CREATORS

PARTNER SHORTLIST

Pick the strongest fits. For a first run, three committed partners beat twelve maybes.

PARTNER	RING	WHY THEY CARE	WHAT THEY BRING	WHAT WE OFFER	OWNER

THE FIT TEST

Before you reach out, check each partner against all four.

- ☐ They already work on our theme, with or without us
- ☐ Our audience overlaps with theirs
- ☐ We can offer them something real: access, visibility, a platform
- ☐ There is a named person, not just an inbox

Think local first: the restaurant next door, the venue down the street and the school across town are often a production's strongest partners. The map is where those relationships start.