



Theatre *Art* Life.

Igniting connections across the globe.

WWW.THEATREARTLIFE.COM | MEDIA KIT

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TheatreArtLife. **A digital platform for the live entertainment industry.**

Igniting connections across the globe.

OUR MISSION

To provide a platform for live entertainment industry professionals to connect and network with each other, seek employment opportunities around the globe and search for professional development to further develop and evolve in their careers. We celebrate the people creating culture around the world. We host an international community of creative and technical professionals who share their knowledge, experience, passion, obstacles, cultures, and journeys.

Articles. Global Career Center. Discussion Forums.
Professional Development and Education Opportunities.

CREATED BY THE INDUSTRY FOR THE INDUSTRY.

**CONNECTION
INNOVATION
PASSION &
AUTHENTICITY**

are what guide us.





Experiences. Opinions.
Work Methods. Advice.

THE ARTICLES

Giving a voice to the industry

TheatreArtLife.com features articles written by leading industry professionals. From theatre, concerts, circus and mega shows, to cruise ships, theme parks, touring productions, ceremonies and events, our contributors work in all areas of live entertainment world-wide. The articles encompass performance, technology, management, administration, cultures, and industry roles as our contributors share experiences, opinions, work methods, new technology, and advice.

We group articles into four main categories to represent the perspective from which they are written.

- **On The Move** articles involve touring shows like musicals, plays, concerts, festivals, and traveling circus
- **Staying Still** articles signify working with long term shows in singular locations like on Broadway and the West End
- **One & Done** articles involve short term projects with one or only a few performances like ceremonies, conventions, and sporting events.
- **Lifestyle** articles express industry life behind the scenes written about topics like healthcare, nutrition, exercise, psychology and parenting.

To drive development in the industry, ideas and experiences must be shared. Our articles give a voice to the industry and start conversations. Every article includes live links to every contributors' website and social media accounts to ignite connections within the industry.

We invite the industry to contribute articles and interviews to TheatreArtLife.

Our Esteemed Regular & Frequent Contributors



OVER 100 LIVE ENTERTAINMENT INDUSTRY LEADERS

Annette Silva | Wardrobe Assistant | Kinky Boots Australia Tour | Australia

Aurelie Gandhilhon | Creative Director | Hey-Productions | France

Ashley Werhun | CEO & Performer | Mentorly | Canada

Barbara Delle Pezze | Deep Transitional Coach | Hong Kong

Marisa Randles | Retired Performer & Entrepreneur | Macau

Theresa Adams | Assistant Artistic Director | MGM Cotai | Macau

Chris Plunkett | Theatre Design Consultant | Canada

Dawn Chiang | Lighting Designer | USA

Eric Buckman | Performance Medicine Specialist | USA

Gabriel Dupe Dupuis | Stage Manager | Cirque du Soleil | Canada

Gareth Smith | Production Manager | Cruises | United Kingdom

Ian McPherson | Stage & Property Designer | USA

James White | Actor & Comedian | USA

Jasmine Lord | Videographer & Photographer | USA

Jay Withee | Technical Manager | ShowTex | Hong Kong

Jeremy Wetter | Live Performance Rigger | USA

Jill Wolins | Dancer & Judge & Choreographer & Author | USA

Jody Diaz Francis | Scenic Automation & Live Performance Rigger | Spain

Jonelle De Blanc | Head of Wardrobe | La Perle | Dubai

Meghann Mason | Makeup and Wig Designer | Cirque du Soleil | USA

Michael Cassera | Head of Lighting | Cirque du Soleil | USA

Michelle Bombe | Professor of Theatre | Hope College | USA

Natalie Davids | Singer & Dancer | Australia

Justin Mabardi | Creative Producer & Stage Manager | USA

Katie Hurrey | Choreographer & Director | USA

Laetitia Bouffard | Dancer & Aerial Performer | France

Liam Klenk | Writer & Producer | Switzerland

Lincoln Hudson | Actor | England

Madison Burkett | Stage Manager | Le Reve | USA

Mary Barnett | General Stage Manager | The Beatles LOVE | USA

Natasha Jean-Bart | Dancer & Choreographer | Canada

Penny Quarry | Artistic Director & Assistant General Manager | The Han Show | China

Roque Diaz | PhD Candidate Music Education & Musician | USA

Sarah Grubb | Event Technical Director | USA

Shadon Meredith | Actor & Writer | New Zealand

Karrie Keyes | Founder | Sound Girls | USA

Terrence Williams | General and Production Manager | USA

Tom Warneke | Technical and Production Manager | Dubai



Explore your industry.

ENTER.

Taking live entertainment industry professionals to the next level

Live entertainment is evolving and expanding in every country around the globe TheatreArtLife.com is a resource for professionals, amateurs, and students to explore industry development world-wide.

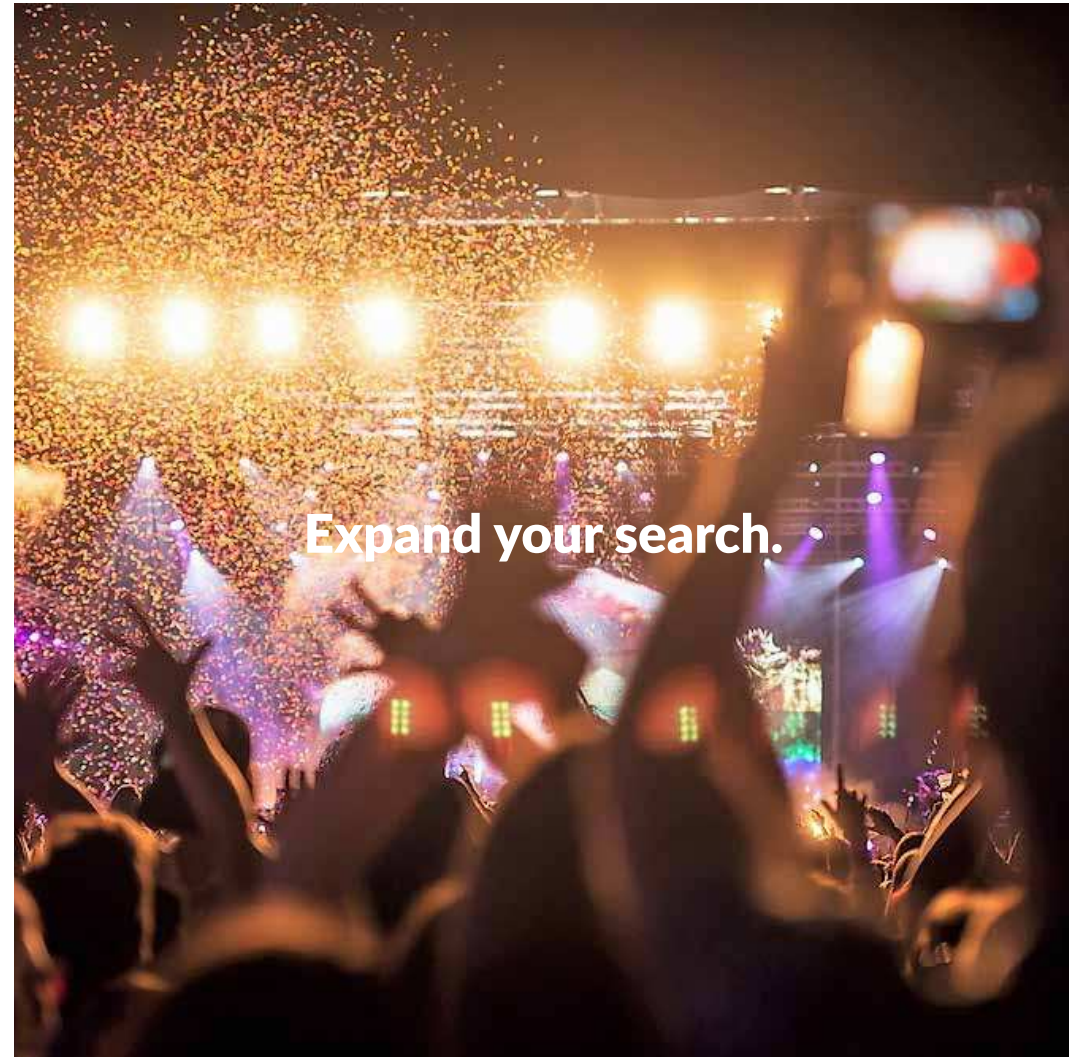
- Find work around the world in our career center.
- Connect with the industry through discussions and conversations in our discussion forums.
- Explore professional development and career advancement opportunities through classes, courses, and conventions.

WHERE TO NEXT?

A global career center for the live entertainment industry.

Featuring full time, part time, short term contract, and internships from companies around the world looking to fill creative, technical, artistic, and administrative roles. **Find your next gig in live entertainment.**

Companies and productions submit opportunities for free. Each listing includes a full description of the opening and outbound link directly to the company website and recruitment email address. Sponsored listings are also available to gain immediate attention from the ideal candidate.





**Connect. Network.
Inspire. Discuss.**

DISCUSS TOGETHER

Start a conversation

A digital space to engage the industry at large and featuring a network of discussions forums for the industry to connect. The possibilities of conversation are infinite when you can reach the industry on a world-wide platform. Seek advice, discuss new ideas, discover innovations, and trends through our discussion forums.

EXPLORE EDUCATION

Progress and advance within the live entertainment industry through professional development.

Featuring classes, courses, institutions, conventions, events, career transition support entities, and success stories. For the aspiring professional, we present career paths to follow to enter performance, technical, management and administration roles in the industry. For the seasoned professional, we offer opportunities to further your current role or help you identify your next endeavour within the industry.





TheatreArtLife Market Potential

Created to provide a unique experience for those seeking leisure, engagement, inspiration, connection and development.



Our goal is to provide an experience where each subscriber will spend a minimum of 20 minutes on our site per visit.



Giving select brands the consumer's attention for an extended period of time in order for the consumer to develop an affinity to the brand.





Of the millions of people involved in live entertainment, the potential for marketing is infinite.

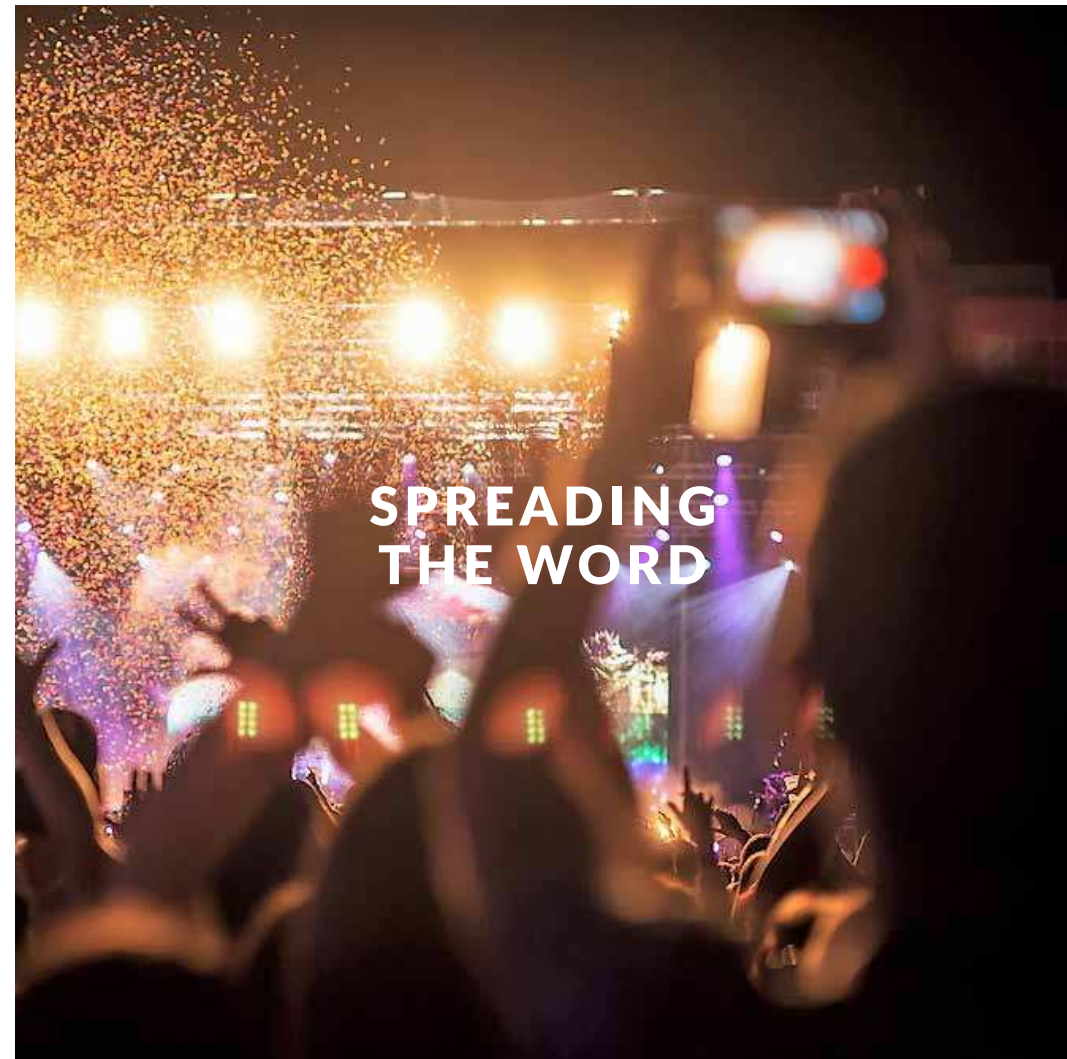
TheatreArtLife Distribution & Reach*

- Over **248K unique page views** since website launch on April 28, 2017
- **8K+ site visitors** per month.
- Site visitors by gender: **52% female & 47% male**
- Site visitors by age: **25-34 (33%), 35-44 (22%), 18-24 (16%), 45-54 (15%), 55-64 (9%), +65 (4%)**
- Site visitors by location **USA (51%), UK (12%), Australia (8%), Canada (8%), New Zealand (1.4%), Germany (1.2), France (1.1), and Macau (1.1%)** with regular traffic from Philippines, Singapore, India, and the.
- Our contributors are industry influencers

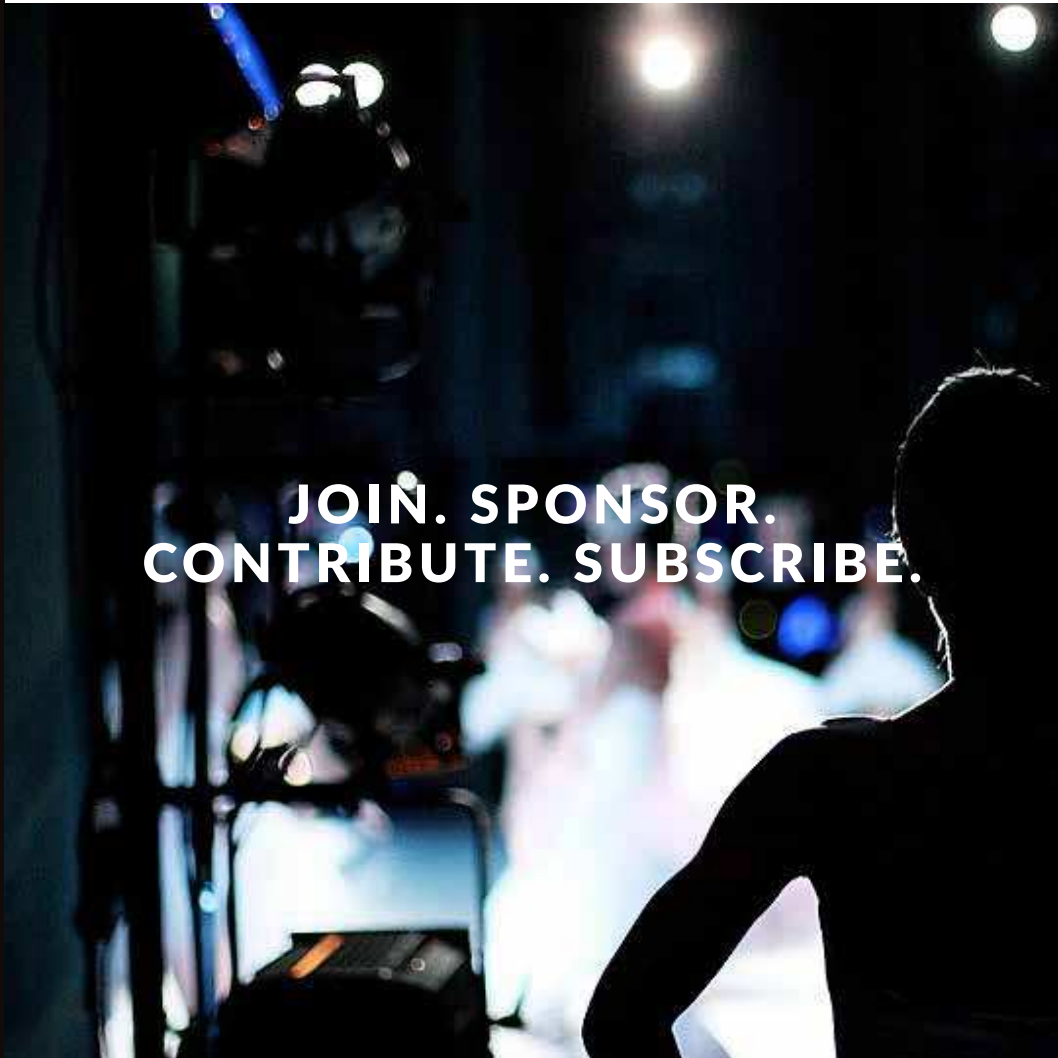
 2.7K Followers | 39.9K Likes
34K Engagement | 40K Views Story

 2.8K Followers | 2.5K Post Likes
17K Engagement

 5.9K Followers | 320K Organic Impressions
2.8K Post Likes



*All data is calculated as of September 1, 2018



**JOIN. SPONSOR.
CONTRIBUTE. SUBSCRIBE.**

PARTNER WITH US

BECOME A SPONSOR.

Promote your brand to the live entertainment industry. Advertise with TheatreArtLife. We offer

- Ad spaces on our website and daily newsletter
- Sponsored content opportunities
- Cross promotion on our social media platforms

BECOME A CONTRIBUTOR.

We invite the industry to contribute articles, interviews and editorial content to TheatreArtLife. Write about your ideas, work methods, opinions and experiences in the category that fits you best:

- **On The Move**
- **One & Done**
- **Staying Still**
- **Lifestyle**

BECOME A SUBSCRIBER.

TheatreArtLife offers website visitors the ability to read three articles a week for free. To unlock unlimited access to TheatreArtLife.com, two levels of membership are available

- Professional Memberships offer unlimited access to **The Articles, Education, Discussion Forums, and Career Center**
- Standard Memberships offers unlimited access to **The Articles**

CREATED BY THE INDUSTRY FOR THE INDUSTRY.

Celebrating the people
that create culture
around the globe.



Meet the TheatreArtLife Founders.

ANNA



Anna Robb has been working professionally in the live entertainment industry for over 18 years. Originally from Australia, Anna has worked in multiple live entertainment genres all over the world and lived on four continents. Anna attended Charles Sturt University where she completed a Bachelor of Arts Honors degree in Design for Theatre and Television in 2001. Following her formal training, Anna has been employed on over 70 shows in the areas of concerts, arena events, corporate events, musical theatre, plays, dance, circus, outdoor festivals and mega shows. She has been a Stage Manager for the Sydney Opera House, Production Coordinator for Sydney's Australia Day, worked on corporate events in Vietnam and Singapore, helped build a dance show for children in Johannesburg, South Africa and spent two years in Las Vegas working with *The Beatles LOVE* by Cirque du Soleil. In 2008, Anna was selected as Production Stage Manager for the creation and operation of the 250 million dollar Franco Dragone production, *The House of Dancing Water* in Macau. Currently, Anna works as a Senior Producer at Christie 360 Experiential Studios in Hong Kong. Through TheatreArtLife, Anna has the desire to bring together the amazing people she has met and worked with in her life, give them a platform to share their experiences and bring the global community of "culture creators" into the same digital space.

ASHLEY



Ashley Sutherland-Winch is originally from Birmingham, Alabama in the United States of America. Ashley works as a marketing and public relations consultant specializing in the entertainment and healthcare industries. She holds a Bachelor of Science degree from the University of Alabama and a Master of Science degree from Indiana University. Prior to her transition into consulting, Ashley worked as a performing arts medicine specialist and certified Athletic Trainer on residential and touring productions. Some of her credits include: Walt Disney's *The Lion King* National Tours and *Tarzan* on Broadway, Cirque du Soleil's *Worlds Away* Movie, *Viva Elvis* by Cirque du Soleil, the *2011 Daytime Emmy Awards*, *Mystere*, *KOOZA*, *The Beatles' LOVE* by Cirque du Soleil, *The 50th Anniversary Grammy Music Awards*, Michael Flatley's *Lord of the Dance*, *Blue Man Group*, *Blast!*, the *Radio City Christmas Spectacular* and the Indiana University Ballet. Ashley resides in New York City. Ashley passionately advocates for pediatric cancer. She sits on the Board of Directors for Circus Couture in Las Vegas, Nevada, a charity, fashion, art and performance event raising funds for pediatric cancer research and treatment. Through TheatreArtLife, Ashley hopes to see the entertainment industry grow together on a global scale in all fields, trades, cultures, and walks of life.

TheatreArtLife.com

A responsive website that allows our audience to access our resources with ease, while on the move or staying still.



Contact Us.

WEBSITE

TheatreArtLife.com

EMAIL

ANNA ROBB

Co-Founder & Managing Director

Anna@TheatreArtLife.com

ASHLEY SUTHERLAND-WINCH,

Co-Founder & Managing Director

Ashley@TheatreArtLife.com

ADVERTISING INQUIRIES,

Ads, Sponsored Content, Social Media

Advertising@TheatreArtLife.com

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