Flyer Design Brief

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| About BROS Theatre Company  |
| BROS TC is one of the premier non-professional Musical Theatre companies in Southwest London, celebrating 100 years of high-quality musical theatre production. BROS TC is renowned for its professional standard of productions. We achieve these standards through: * Strong and effective management
* Sound professional expertise within the company
* The drive and determination to attain the very best

BROS TC has around 150 members and friends at any one time. This forms a talent pool with an exceptionally wide range of skills, and a remarkable depth of experience. There is usually keen competition for roles in our shows, all of which are cast by audition. BROS TC produces a wide variety of musical pieces: Major classics at the prestigious Richmond Theatre where we budget in the region of £75k for a week's run; unusual or rarely seen studio shows often shunned by other groups because they have no chorus-work; touring productions to venues such as the Minack Open Air Theatre in Cornwall. BROS TC is a registered charity itself, but on occasion works to raise funds for other national and local charities. |
| About the Production/Event |
| *Insert overview of the production or event that the flyer is to advertise.* |
| Production Dates and Time |
| *Insert dates and time* |
| Location |
| *Insert location and address*  |
| Objectives |
| *The Objectives of this Flyer are to** Catch the eye – flyers tend to be sat amongst many on a flyer rack
* Raise Awareness of the production/event
* Communicate booking information
* Sell tickets
* *Add any others*
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| Target Audience |
| *Who is this event aimed at? Age, Interests, background* |
|  |
| Timescale  |
|  *When do these need to be printed by? What is the print deadline?* |
|  |
| Mood, Style and Tone |
| *What mood or tone are you hoping that this flyer will communicate? Are there any stylistic influences that you think reflect the production and are important to communicate (decade, Musical theatre style etc..)* |
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| Copyright Information |
| *Check with License company about what needs to be shown* |
| For example… ‘Book by Larry Gelbart Music by Cy Coleman Lyrics by David Zippel’ |
| Booking Information |
| Box Office: [www.brostheatrecompany.ticketsource.co.uk](http://www.brostheatrecompany.ticketsource.so.uk)Tel: 07594 960 560 (check number) Email: boxoffice@brostheatrecompany.org |
| Social Media  |
| Like us on Facebook – with Facebook logo |
| Images Available |
| BROS logo*Please add details of any other images that are available.* |