



www.activated.co.uk

Buy Now, Play Later

A new way to support the theatre of tomorrow

Activated Image is one of the UK's most hotly-tipped new theatre companies.

Hailed as “**a truly outstanding young theatre company**” (*Evening Standard*) and “**one of the best new theatre companies around**” (*Edinburgh Evening News*), Activated Image has a growing reputation for creating cutting-edge, vibrant and innovative performance that speaks directly to British theatregoers.



Oh, and we're broke.

But we've got a plan.

It's called **Buy Now, Play Later** and it's a new way for audiences to invest in theatre – for no more than the cost of a ticket.

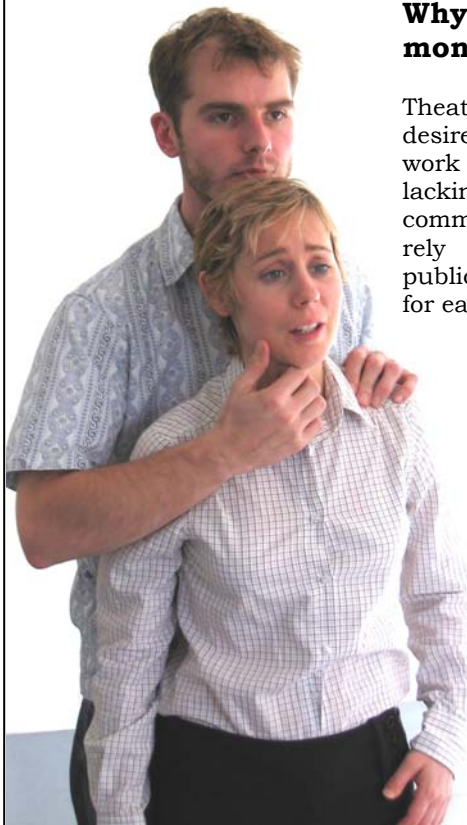
A new way to support the theatre of tomorrow

Buy Now, Play Later means **you** help make cutting-edge theatre possible. By paying for the ticket **now** which you would normally buy **later** you're making a direct difference to the fortunes of a theatre company that deserves your support.

Why small scale theatre loses money – even when it's a hit

Theatre driven by artistic vision (rather than desire for profit) loses money even when the work is universally acclaimed. Why? Because, lacking resources to promote their work like a commercial company, small-scale companies rely on word-of-mouth and the gradual publication of reviews to build an audience for each show.

In a typical four-week run of new work in London, during the first week the theatre will be nearly empty. During the second week, reviews appear. If they're good, the phones start ringing. The third week sees houses approach capacity but only in week four does the show sell out. At this point, as audiences are turned away each night, there are cries of 'If only I'd heard about this sooner!' or 'If only you were on another week!'. The show will have cost over £10,000 to make. But given that a total sell out will only generate around £2,500 a week, the company loses money even though a greater audience existed.



More about Activated Image

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Activated Image focuses on new writing, devising, and developing ensemble playing. Previous productions include 2001's *Amy Evans' Strike*, nominated for a Fringe First Award: "**One of the gems of 2001**" *The List*. In 2002 we produced *The Straight Man* (★★★★★ *Metro*) and a high-profile revival of Stephen Fry's comedy *Latin!* which played Edinburgh, Brighton, Grantchester, Cambridge and London's King's Head and New End Theatres. In 2003 we premiered *The Principle of Motion* in Edinburgh ("★★★★★ Reminds what you what the Fringe is really for" *Edinburgh Guide*).

The cashflow nightmare

The costs of mounting a play (theatre hire, actor and crew salaries, performance rights, set and costume, publicity) must be paid in advance. Only when a show closes does the company receive box office takings. This puts the company thousands of pounds in debt during production, and makes putting on work to the standard we want even more difficult.

Our solution

The **Buy Now, Play Later** concept is simple. We ask you to buy tickets, at a flat rate of £10, for a show we have not yet created. We do not cash your cheque until we have signed with a venue.

Each £10 ticket we sell in advance means two things. One, it is one more audience member guaranteed to come rather than plan to but end up missing the show, or finding it sold out. Two, it is ten more pounds in the bank before we start having to pay the venue, actors, crew and other production costs. Each ticket presold this way takes us further out of debt and gives us confidence to build the show the way we want to.

Our next production will be *Patience*, an explosive new play which has been a hit across America (details on back page). We will be staging the UK premiere, opening early 2005 in London. We're sure it's a show you'd want to see if you heard about it.

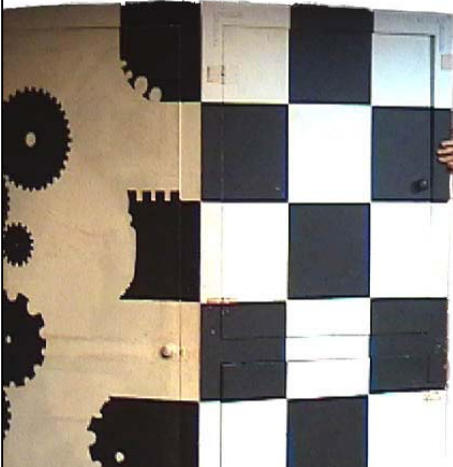
What happens after you buy

Two weeks before the new production opens we will contact you by email or post to ask which performance(s) you will attend.

As well as guaranteed seats, your advance purchase means you can be kept up-to-date throughout our creative process via email bulletins.

We will also give you password access to an exclusive website where you can see images of the work-in-progress, find out what goes on in our rehearsal rooms, and meet the cast and crew.

On the night your ticket(s) will be ready for collection at the box office and you will receive a complimentary programme.



The play

Patience, by Canadian Jason Sherman, is a fable for our times.

Meet Reuben: the businessman who's got it all. Perfect wife and kids, dream house and car. Reuben's fought his way to the top and he's living the dream... until his world collapses. His wife leaves him, his firm throws him out. Next thing he knows his brother is dead. To Reuben it seems some higher force is playing roulette with his life. Robbed of everything he has been taught to value, Reuben struggles to make sense of what remains.

“Sherman’s plays stretch beyond the borders of conventional drama” *Time Magazine*

In *Patience* we have found a play that perfectly suits our approach. Explosively written, hurtling from scene to scene and character to character, it embraces the dynamism, open space and ensemble playing that we hold dear. *Patience* crawls beneath the skin of modern life to ask whether redemption is possible in a postmodern age. A huge hit in North America, we are thrilled to offer this vital play to London.

Help us make it happen

We cannot stress enough that every ticket bought really does make a difference. As well as buying as many tickets as you can (after all, you've plenty of time to gather friends and family) please tell others about our scheme. There is an electronic version of this form on our website, www.activated.co.uk. We also gratefully welcome any donation beyond your ticket purchase: it all goes into making theatre. If you have queries, or would like to discuss other support options in more detail, contact Miranda Curnew: miranda@activated.co.uk

PayPal users: Email the information below to miranda@activated.co.uk and we'll email you a PayPal invoice on signing with a venue.

Your name

Email or postal address (email preferred)

Number of tickets @ £10 _____ **Any additional donation** £ _____

Please make cheques payable to Activated Image and send to 3 The Terrace, Barnes, London SW13 ONP. We will not cash your cheque until we have secured a venue. We will not pass your data to anyone. We will keep you informed about Activated Image by occasional email (or letter); you can opt out at any time.