



PRODUCTION MODELS: RING-PRODUCED vs EXTERNALLY PRODUCED SHOWS

Over the past few years, the Ring has been striving to professionalize its operations and achieve financial viability, while preserving its original mission of community service and participation, and its quirky personality. In addition to hiring paid staff, investing significant resources in marketing, enhancing fundraising efforts, and improving facilities and processes, the theatre has chosen to evolve from a primarily hosting venue of externally produced shows, to being the main producer of the majority of the Main Stage productions. Still, the Ring remains open to consider partnering with producers / production companies that are keen to maintain that role. Here's an overview of the main differences between the two production models:

Ring-Produced:

- The presenter (i.e., the person that submitted the proposal and that is likely to be the creative force behind the project, typically the playwright and/or director) retains great freedom within the artistic process, but works closely with the Ring to cast and staff the production and forecast appropriate costs as per the artistic vision.
- In its capacity of Producer, the Ring's staff facilitates the access to the rehearsal space, attends when needed, schedules regular production meetings, and expects to be informed about significant milestones / challenges in order to be able to support the team throughout the whole process.
- The Players' Ring assumes 100% of the financial risk for the production, and is responsible for:
 - Agreements and payment of stipends and reimbursements for all artists / creatives / crew
 - Production expenses: royalties (if applicable) set, props, costumes, etc.
 - Ticketing procedures and costs
 - Marketing plan and costs (a detailed plan will be shared and discussed with you once your proposal is selected)
 - Front of House management and operations
 - Offering the services of the theatre Technical Director to support the Production designers / crew
- The Ring retains 100% of ticket sales

Externally-Produced:

- The Presenter / Producer is fully responsible for the entire artistic and production process, and assumes complete financial responsibility for all production-related costs.
- As the hosting partner, the Ring's staff facilitates the access to the venue and expects to be informed about significant milestones / challenges in order to support the production if needed.
- Via its Technical Director, the Ring ensures that the Production Team is fully aware of and trained to safely and properly use the facilities.
- The Ring is responsible for all ticketing procedures and Front-of-house operations
- The Ring plans and implements cost-free marketing actions. Further paid-for activities are discussed with the Producer, and – if implemented (recommended) – costs are split between the two parties as per the revenue split.
- The Ring and the Producer split the net revenue, typically 45% (Ring) - 55% (Producer)