



Disney
THE LION KING
ON TOUR 2023



Disney
THE LION KING
ABOUT THE TOUR



PRODUCTION DESCRIPTION

"The Lion King " musical is a lively stage adaptation of the Academy Award-winning 1994 Disney film, The Lion King is the story of a young lion prince living in the flourishing African Pride Lands.

When an unthinkable tragedy, orchestrated by Simba's wicked uncle, Scar, takes his father's life, Simba flees the Pride Lands, leaving his loss and the life he knew behind. Eventually companioned by two hilarious and unlikely friends, Simba starts anew. But when weight of responsibility and a desperate plea from the now ravaged Pride Lands come to find the adult prince, Simba must take on a formidable enemy, and fulfill his destiny to be king.

"The Lion King" musical's music is by Elton John, lyrics by Tim Rice, and the book is by Irene Mecchi and Roger Allers. The additional music and lyrics are by Lebo M., Mark Mancina, Hans Zimmer, and Jay Rifkin.



TOURING COMPANY

Scar

Mufasa

Rafiki

Timon

Zazu

Pumbaa

Simba

Nala

Banzai

Shenzi

Young Simba

Young Nala

Ensemble (16)

Director - Alexandra Warren

Choreographer - Deb Leamy

Music Director - Brian Kremer

Company Manager - Caroline Curl

Tour Manager - Taylor Anderson

Stage Manager - Evelyn Wasson

Assistant Stage Manager - Chloe Parrish

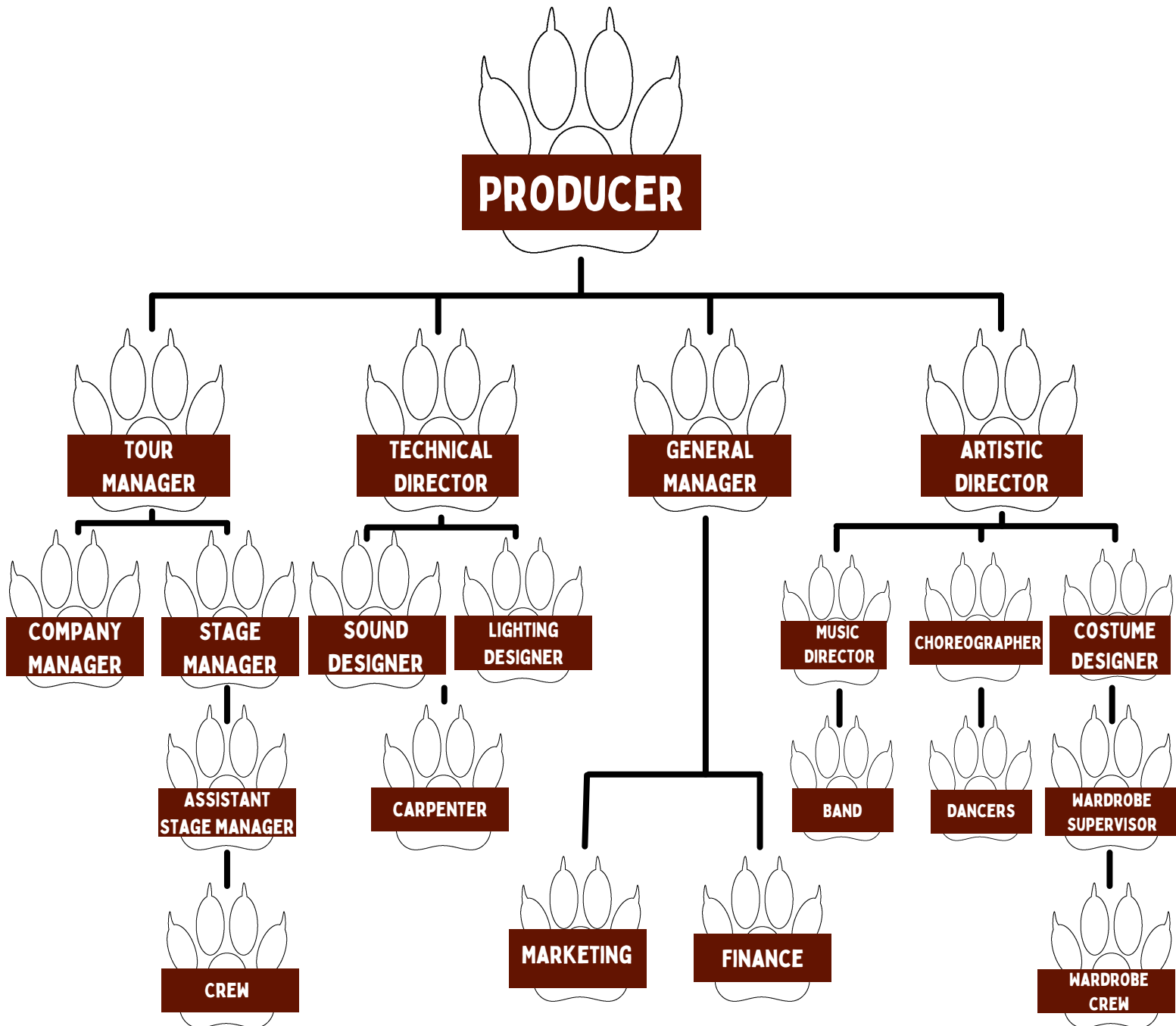
Costume Designer - Theo Spencer

Technical Director: Raegan Wenrick





ORGANIZATIONAL CHART





GOALS & FINANCIAL OBJECTIVES

Elon University is expecting to make a profit on this tour along with increasing their presence of their musical theatre program to the destinations. Since Elon University has never done a tour before, exposure is one of the major goals we have. Any funds raised from this tour will be put to use for the renovation of our theatre.

METHOD OF TRANSPORTATION

This tour that Elon University will embark upon will be a bus and truck tour. The bus that we will be using for performers and crew is a charter bus. For the costumes, set, and props, we will be using trucks to transport all of the material. Since these are short distances, the bus and truck method makes the most sense both financially and realistically.



CALENDAR

MAY 2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2 TRAVEL TO WEST PALM BEACH, FL	3 LOAD-IN	4 SHOW - WEST PALM BEACH, FL	5 SHOW - WEST PALM BEACH, FL	6 SHOW - WEST PALM BEACH, FL	7 SHOW - WEST PALM BEACH, FL
8 STRIKE SHOW TRAVEL TO TAMPA, FL	9 LOAD-IN	10 SHOW - TAMPA, FL	11 SHOW - TAMPA, FL	12 SHOW - TAMPA, FL	13 SHOW - TAMPA, FL	14 STRIKE SHOW TRAVEL TO ORLANDO, FL
15 OFF	16 LOAD-IN	17 SHOW - ORLANDO, FL	18 SHOW - ORLANDO, FL	19 SHOW - ORLANDO, FL	20 SHOW - ORLANDO, FL	21 STRIKE SHOW TRAVEL TO JACKSONVILLE, FL
22 LOAD-IN	23 SHOW - JACKSONVILLE, FL	24 SHOW - JACKSONVILLE, FL	25 SHOW - JACKSONVILLE, FL	26 SHOW - JACKSONVILLE, FL	27 STRIKE SHOW TRAVEL TO ATLANTA, GA	28 TRAVEL DELAY DAY
29 LOAD-IN	30 SHOW - ATLANTA, GA	31 SHOW - ATLANTA, GA				



CALENDAR

JUNE 2023

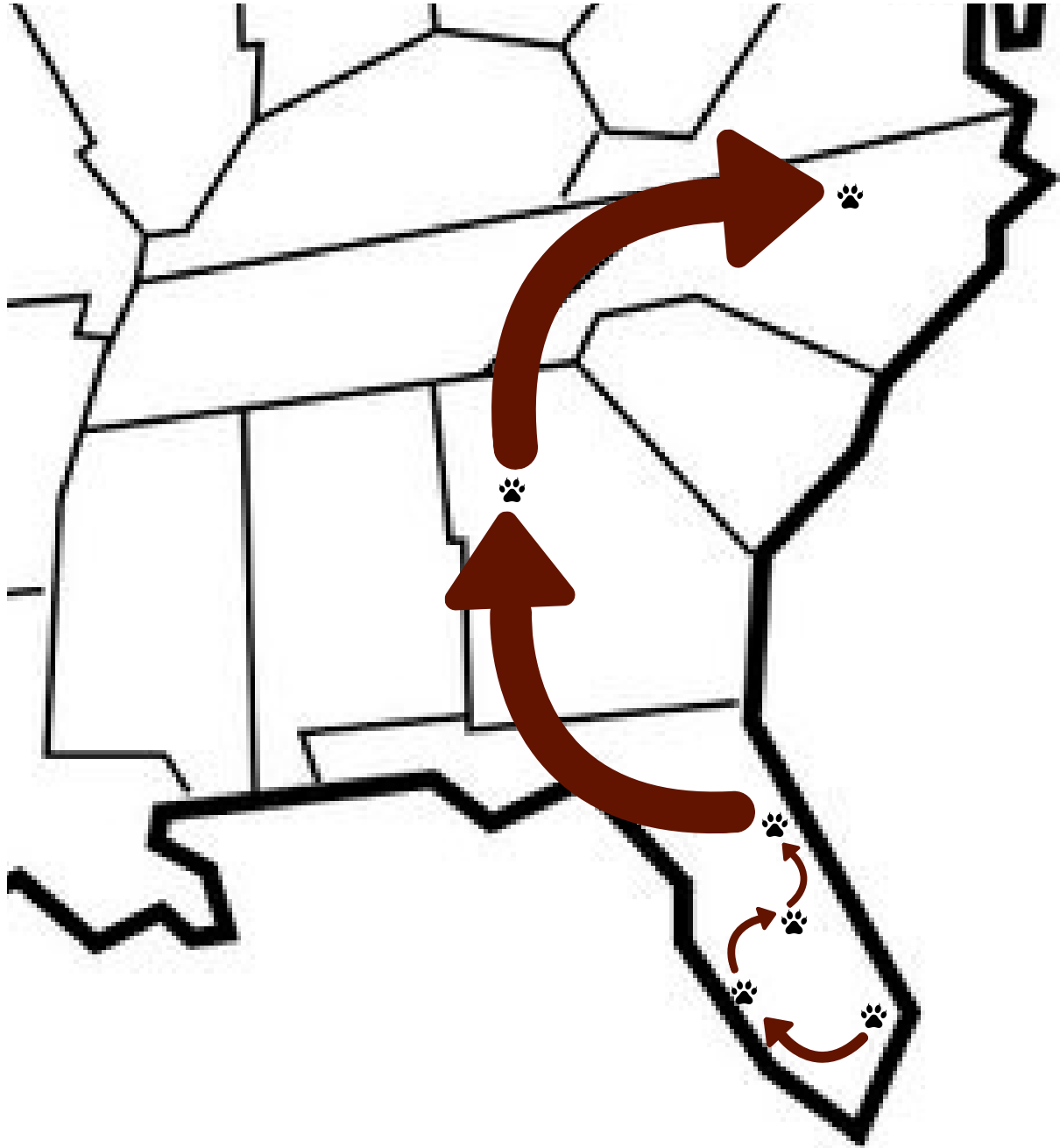
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1 OFF	2 SHOW - ATLANTA, GA	3 SHOW - ATLANTA, GA	4 STRIKE SHOW TRAVEL TO DURHAM, NC
5 TRAVEL DELAY DAY	6 LOAD-IN	7 SHOW - DURHAM, NC	8 SHOW - DURHAM, NC	9 SHOW - DURHAM, NC	10 SHOW - DURHAM, NC	11 STRIKE SHOW
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



LOCATIONS

- 🐾 First Stop - The Kravis Center in West Palm Beach, Florida
- 🐾 Second Stop - David A. Straz Center's Carol Morsani Hall in Tampa, Florida
- 🐾 Third Stop - Dr. Phillips Center in Orlando, Florida
- 🐾 Fourth Stop - Jacksonville Theatre in Jacksonville, Florida
- 🐾 Fifth Stop - Broadway in Atlanta in Atlanta, Georgia
- 🐾 Sixth Stop - Durham Performing Arts Center, Durham North Carolina

Elon University is touring to cities in Florida along with Atlanta, GA and Durham, NC. These places were specifically chosen because they are cities where the arts are appreciated. Since it is their first tour, Elon University wanted to keep their tour close to home. The tour finishes in Durham, NC because it is 40 minutes away from their campus.





Disney
THE LION KING
BOOKING MATERIALS



BOOKING PACKET

This booking packet was created to be handed out to various presenters so they will see what the production team has to offer. Elements included in this packet will be the letter to a future presenter, a general summary of the company and artistic team, and reviews. Also, the booking packet will include promotional materials that consist of photographs, posters, a brochure, and a business card. If the presenter chooses to partner with us, they will receive our graphics in both a physical and electronic copy. Our team is optimistic that this booking packet will make presenters more likely to have our production in their venue.



Shirnette Ball
Dreyfoos Hall - Kravis Center for the Performing Arts
701 Okeechobee Boulevard
West Palm Beach, FL 33401

Dear Mrs. Shirnette Ball,

Thank you so much for considering to bring Elon University's production of "The Lion King" to your venue. We are so excited to be embarking on our first tour in May 2023. Elon University's musical theatre program is a renowned program that has provided a safe and academic place of growing for collegiate actors and musicians. After developing our reputation for many years, the Artistic Team of Elon University's musical theatre program deemed it necessary to go on tour to expand our presence in the industry. You will find a variety of information in this booking packet:

- 🐾 Company Description and History
- 🐾 Artistic Staff Highlights
- 🐾 Company Highlights
- 🐾 Reviews
- 🐾 Promotional Photos
- 🐾 Poster
- 🐾 Business Card
- 🐾 Booking Brochure
- 🐾 Booking Fees

We believe your venue would be ideal for our production. Please reach out to me directly if you have any questions. I look forward to hearing from you soon!

Warmest Regards,

Taylor Anderson

Tour Manager

"The Lion King"

(772) 678-1225

taylorbanderson11@gmail.com



MEET THE COMPANY



TAYLOR ANDERSON - TOUR MANAGER

Taylor Anderson is a recent Dance Management graduate of Oklahoma City University's Ann Lacy School of American Dance and Entertainment. She has had a passion for the musical theatre industry since an early age. She has had the privilege to intern with various theatres in Southeast Florida. She trained on the management and production side of putting on various musicals while interning at various theatres. One of her favorite roles so far was being the Assistant Stage Manager for "Wizard of Oz".



KAT SMITH - NALA

Kat Smith graduated from Oklahoma City University with a Bachelor of Performing Arts in Musical Theatre. Kat has always had a passion for singing and dancing and is grateful to be pursuing it as a career. Some recent credits that you might have seen Kat in include: *Bonnie Bonnie & Clyde*, *Millie Thoroughly Modern Millie*, and Elle Woods *Legally Blonde*. After graduation, Kat plans to move to New York City to audition for Broadway shows.



AUSTIN WATKINS - SIMBA

Austin Watkins is a Dance Management graduate of Oklahoma City University's Ann Lacy School of American Dance and Entertainment. As someone who has always had a passion for the arts, Austin is elated to go on tour for such an incredibly dance heavy show. Austin's recent credits include: dancer in *TEXAS Outdoor Musical*, Ensemble in *Radio City Christmas Spectacular*, Mr. Mistoffelees in the national tour of *Cats*, Alexander Hamilton *Hamilton: The Staged Concert* in Washington D.C.

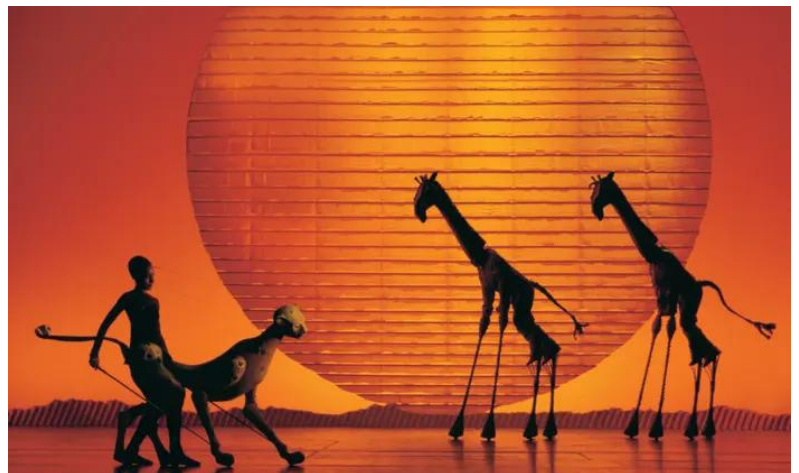


PROMOTIONAL PHOTOGRAPHY





PROMOTIONAL PHOTOGRAPHY





Disney
THE LION KING

COMING IN 2023

(772) 678-1225

www.lionkingontour.com taylorbanderson11@gmail.com



BUSINESS CARD

Disney
THE LION KING



TAYLOR ANDERSON
TOUR MANAGER

Mobile:
(772) 678-1225

Email:
taylorbanderson11@gmail.com

Website:
www.lionkingontour.com





Music is by Elton John, lyrics by Tim Rice, and the book is by Irene Mecchi and Roger Allers. The additional music and lyrics are by Lebo M., Mark Mancina, Ha

This was my young children's first Broadway show experience. No one forgets their first time and I wanted my 8 and 6 year old boys to have a good first impression of Broadway so choosing the right show was important. I'm glad I chose Lion King because it exceeded my expectations: the puppetry, stage, presentation, songs and cast left everyone speechless.

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Contact
Information
Taylor Anderson
Tour Manager
(772) 678-1225
taylorbanderson1@gmail.com



ABOUT THE SHOW

When an unthinkable tragedy, orchestrated by Simba's wicked uncle, Scar, takes his father's life, Simba flees the Pride Lands, leaving his loss and the life he knew behind. Eventually accompanied by two hilarious and unlikely friends, Simba starts anew. But when weight of responsibility and a desperate plea from the now ravaged Pride Lands come to find the adult prince, Simba must take on a formidable enemy, and fulfill his destiny to be king.

ABOUT THE COMPANY

The company is composed of performing artists all over the world. A majority of our cast members graduated from the renowned Oklahoma City University.



**KAT
SMITH**



**AUSTIN
MATKINS**



Fantastic show!
My wife and I did this
as a date night but this show
is good for children of all ages.
Highly recommend orchestra
seating if possible as you are very
close to the action! Show is well
done and I can see why it's one of
the top rated shows!



BOOKING BROCHURE

This booking brochure will be given to presenters. It is a trifold brochure that illustrates the wonders of this production along with a brief description of the company and show. For convenience of contacting Elon University for any questions that the presenter may have, the contact information for the tour manager is on the back.

This booking brochure will be included in every booking packet along with handing it out physically to potential presenters at any conferences.

The main goal of this booking brochure is to be used as both an informational and marketing tool.



BOOKING INFORMATION

FEES

The presenter will be charged a fee of \$15,000 for hosting our production. Elon University will be using the presenter's space for 6 days, 1 day for load-in, 4 show days, and 1 day for strike. Although this is the amount Elon University is asking, the fee is open to negotiation. Elon University's musical theatre is a professional program training their students for the world after graduation. These students are extremely talented and are held to the highest level of professionalism.

REVIEWS

"As an alumni of this program, I can attest to the professionalism and talent of each and every student. Sitting in the audience seeing my peers perform such a high-intensity show brought me smiling from ear to ear." - Brittany Dugas, alumni MT 2021

"I came to see this show for one of my class assignments, but I was blown away by the talent. It felt so realistic and I cannot even imagine every detail that goes into putting this show together" - Mike Dyer, Elon University student



BOOKING CALENDAR

The booking process for Elon University's tour of "The Lion King" will begin 1 year prior to the initial tour date opening in May 2023. Both the Artistic Team and the Production Team will work together on its creation to provide a way for everyone to look at for reference and make sure every team member is held accountable. In addition, this booking calendar will be used as a check-list to make sure everything that is necessary is completed prior to the tour's opening. The booking calendar will include, but is not limited to, production meetings, tour meetings, target audiences, marketing material, contracts, and deadlines for established projects.



BOOKING CALENDAR

MAY 2022

- 🐾 Producer and Artistic Staff meet to plan the tour
- 🐾 Financial means of tour are discussed

JUNE 2022

- 🐾 Create Tour Timeline
- 🐾 Discuss Locations
- 🐾 Initial Budget presented to Producers and Artistic Staff

JULY 2022

- 🐾 Develop marketing plans and strategies
- 🐾 List of possible presenters in each location
- 🐾 Company Photoshoot - Headshots

AUGUST 2022

- 🐾 Fit for costumes
- 🐾 Create booking packet and brochure
- 🐾 Update Presenter Database

SEPTEMBER

2022

- 🐾 Print booking materials and brochures
- 🐾 Contact Presenters by email and phone

OCTOBER

2022



- 🐾 Mail booking packets to presenters
- 🐾 Prepare contracts and technical rider and get approval by Producer and Staff



BOOKING CALENDAR



NOVEMBER

2022

-  Meeting for booking progress
-  Send contracts to booked presenters
-  Finalize technical rider negotiations




DECEMBER

2022

-  Receive signed contracts back from booked presenters
-  Give performers contracts




JANUARY

2023




-  Receive signed contracts back from performers
-  Rehearsals begin with cast
-  Build set/props

FEBRUARY




2023

-  Costume Fittings begin and finish
-  Continue to Follow-Up with presenters
-  Work on Tour Schedule

MARCH 2023

-  Finalize tour schedule
-  Final phone calls with the presenters
-  Company photoshoot in costume

APRIL 2023

-  Send photographs in costume to booked presenters
-  Advertise on social media
-  Book hotels



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PROMOTIONS



PROMOTIONAL CALENDAR

The Promotional Calendar will be used to maintain organization and consistency with all of the Promotional Material. Elon University will share this Promotional Calendar with each of the Presenters to ensure consistency. The Promotional Calendar will include tasks that should be completed on a monthly basis so that way nothing falls behind. It is crucial that the public is aware that Elon University's production of "The Lion King" is coming to their town so that way they can get tickets in well in advance to their arrival.

MATERIAL INCLUDED IN THE PRESS KIT

The materials included in the Press Kit are extremely important for the Presenter to have. The Tour Manager, Taylor Anderson, will send all of this information to each Presenter. In order to market this production to all, it is important that the Presenters are provided with copious amounts of information and material to advertise this show. The Press Kit will consist of:

- 🐾 High-quality pictures of the show
- 🐾 Description and history of the company
- 🐾 Information about the performers
- 🐾 Awards and accolades
- 🐾 Press releases
- 🐾 Featured stories
- 🐾 Logos to be used on promotional materials
- 🐾 Booking information
- 🐾 Radio PSA's
- 🐾 30-60 second TV spots
- 🐾 Templates for advertisements to be printed
- 🐾 Quotes from past presenters, administration of Elon University, and alumni
- 🐾 Contact information



PROMOTIONAL CALENDAR

SEPTEMBER 2022

- 🐾 Begin Marketing Plan
- 🐾 Create Press Kit
- 🐾 Receive photos from the photoshoot in August to be used as promotional material
- 🐾 Look into Billboards in the cities and find out their costs

OCTOBER 2022

- 🐾 Follow up with Presenters to confirm their interest
- 🐾 Finalize the Press Kit
Print booking packet and brochures
- 🐾 Brochures can be used as a tangible piece of promotional material for the presenters
- 🐾 Send the brochures to each Presenter



PROMOTIONAL CALENDAR

NOVEMBER

2022

- 🐾 Meet up with TV stations and radio stations
- 🐾 Meet with Elon University's communications office to publish a newspaper article

DECEMBER

2022

- 🐾 From November, give the Presenters the recordings and articles for them to distribute
- 🐾 Stay in contact with the Presenters on a weekly basis
- 🐾 Send the Press Kit

JANUARY

2023

- 🐾 Begin social media advertisements
- 🐾 Purchase both online advertisements along with social media advertisements

FEBRUARY

2022

- 🐾 Continue posting on social media
- 🐾 Print out posters
- 🐾 Create packets for the cast and crew to distribute to anyone they know in the area

MARCH

2023

- 🐾 Purchase billboards
- 🐾 Followup with the Presenters to make sure ticket sales are increasing
- 🐾 Social media advertisements continued

APRIL 2023

- 🐾 Post even more on social media
- 🐾 Daily contact with the Presenters to check in
- 🐾 Hang posters around on campus along with different businesses

THE LION KING



Elon University
is coming to
West Palm Beach, Florida
with their production of
"The Lion King". The
company is composed of
current Elon University
students. Come experience
live theatre at the Kravis
Center for enjoyment!

FOR IMMEDIATE RELEASE

Come see Elon University's production of "The Lion King" at the Kravis Center May 4th - 7th, 2023! Ticket prices are \$25 dollars per person.

Address: The Raymond F. Kravis Center for the Performing Arts, Inc. 701 Okeechobee Boulevard West Palm Beach, FL 33401

Visit
www.elonuniversity/mt/tour/lionking/
or call the Kravis
Center Box Office at
(561) 832-7469 to
reserve your tickets
to the show!