



## HOSTING A TEEN NIGHT

Producing a Teen Night is simple and fun! This is your opportunity to welcome young folks into your space & intentionally build a healthy relationship with teen audiences. Teen Nights are sponsored and produced by your organization, while TeenTix promotes and supports your event.

ROLES & RESPONSIBILITIES	
PARTNER ORGANIZATION (YOU)	TEENTIX
<ul style="list-style-type: none"> <li>• Informs TeenTix at least 3 weeks in advance of the production date</li> <li>• Plans the event and its components</li> <li>• Produces and executes all aspects of the event (i.e. ticketing, food, programming, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Offers support/advice while you plan</li> <li>• Promotes your event on:               <ul style="list-style-type: none"> <li>○ The TeenTix Calendar</li> <li>○ Our social media channels: Facebook, Twitter, and Instagram</li> <li>○ Our weekly newsletter</li> </ul> </li> </ul>
<p><b>Additional ways you can promote your event and get more traction:</b></p> <ul style="list-style-type: none"> <li>• Make a Facebook event + make us a cohost</li> <li>• Mention the event on social media and tag us @teentix</li> <li>• Ask us to share your event with relevant Community Partners/local youth groups</li> <li>• Send your press release to the Teen Editorial Staff (teeneditors@teentix.org) who curate 5 – 8 events each month to be reviewed on the TeenTix blog to get teen press coverage</li> </ul>	

### These components make a Teen Night successful:

1. **Food:** Teens love snacks. It's science! You can choose to set up a snack table, or offer a "voucher" for concessions (i.e. 'teens can show their TeenTix Pass for a free soda or popcorn!')
2. **The Main Attraction:** This is the easy part! You're already putting on an event; now you're specifically inviting teens to attend, too.
3. **Education:** Teens long to feel more deeply involved in the art that they're seeing! This means activities like pre-show lectures, workshops from your education department, post-show talkbacks, and behind-the-scenes tours entice them into your space.

### What nights are best to host a Teen Night?

- We've found that the most successful Teen Nights happen on Friday or Saturday evenings.

### Ticketing/RSVPs

- TeenTix can set up a Google Form for teens to RSVP, and we'll send you the Will Call list in advance.
- If you'd prefer to handle tickets yourself, you can set up a promo code, a special ticketing link, or whatever works best for your organization. Simply directing teens to reserve tickets over the phone is great, too! Just make sure the tickets are \$5 maximum (inclusive of all fees). Your organization can limit sales to just one ticket per buyer, or multiple.

### Be transparent about the timeline of the evening and the themes of the show!

- Provide a rough itinerary of the evening so teens know when to arrange for transportation.
- If you have a special block of seats or a room reserved for teen mingling & snacks, mention it in your itinerary (and have signage at the event so they can find it)!
- Provide content warnings and advisories so we can include them in our public-facing materials.

### Want to go above and beyond? Plan some activities!

- If you've got time and resources to plan and execute even more teen fun, we recommend setting up a photo booth, a button-making station, a raffle, a costume contest, trivia, or any other activity you can dream up that fits within your event & theme!