



**THEATRE HEROES PRESENTS:**

# **CALL OF THE WILD: ILLUSTRATED EDITION**

**BY JASON TREMBLAY**



# CALL OF THE WILD: ILLUSTRATED EDITION

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## COMPANY CONTACT DETAILS

### **Theatre Heroes LLC**

1303 Bob Harrison St.  
Austin, Texas USA 78702

[www.theatreheroes.org](http://www.theatreheroes.org)

### **General Info**

[heroesontour@gmail.com](mailto:heroesontour@gmail.com)

### **Managing Director**

Sheila Tremblay  
512.247.8659  
[sheilakdoyle@gmail.com](mailto:sheilakdoyle@gmail.com)

### **Tour Manager**

Stephen Pruitt  
512.733.4344  
[stephen.r.pruitt@gmail.com](mailto:stephen.r.pruitt@gmail.com)

## MARKETING RESOURCES

### Marketing Support

This pack contains various tools to help you market Call of the Wild: Illustrated Edition. Should you require any further marketing support please contact Sheila Tremblay via [sheilakdoyle@gmail.com](mailto:sheilakdoyle@gmail.com) or 512.247.8659.

### Production Stills and Videos

High resolution production stills are available. Please contact Sheila Tremblay via [sheilakdoyle@gmail.com](mailto:sheilakdoyle@gmail.com) or 512.247.8659.

A video trailer is available via Vimeo here:

<https://vimeo.com/268707938>

A full length video of the show is available via protected Vimeo link by request.

### Education Resources

Sample Call of the Wild: Illustrated Edition study guides for schools included in the marketing pack.

Every show also includes a talkback with performer Noel Gaulin.

### Box Office Information Sheet

Please see the Box Office Information Sheet which you can provide your box office/ front of house staff to inform them and generate excitement about the show.

### Target audience and direct mail campaigns

Please check out the list of target audiences. We recommend that you identify groups in your area that relate to these target groups and contact them with a Direct Mail.

### Interviews

Interviews are available with Noel Gaulin (performer) by request.

## WHAT IS THE CALL OF THE WILD: ILLUSTRATED EDITION?

*Jack London's classic tale brought to life!*

This multi-media adventure mixes classic story telling with projected illustrations to tell the story of Buck, the magnificent cross-bred offspring of a St. Bernard and Scottish Collie. Kidnapped from his lavish life on a California estate and sent to work as a sled dog during the great Klondike Gold Rush, Buck fights to survive and becomes the most famous dog in the whole history of Alaska.

The show was developed in Austin, Texas and premiered at the renowned Austin Playhouse in the fall of 2015. Now it's coming to you!

## WHY IS IT AN ILLUSTRATED EDITION?

The show uses a 180 degree projection screen that surrounds the performer. It features a unique mix of classical illustrations from the book with brand new drawings and animations created by artist Michael Rae.



***"A one-man rendition of Jack London's classic, sounds like a decent enough idea, and then come to find out that the man performing it is Noel Gaulin and suddenly we're storming the box office for tickets."  
- Austin Chronicle***

### WHO ARE THEATRE HEROES?

Noel Gaulin is a three time winner of Best Actor from the Austin Critics' Table. He has toured over 250 plus performances across the country including 'I've Never Been So Happy' with Rude Mechs, 'Murder Ballad Murder Mystery' with Paper Chairs, 'Once There Were Six Seasons' with Glass Half Full, and 'Courage In Action' for Creative Action.

Playwright Jason Tremblay's award winning plays have been recognized and presented by the Kennedy Center, New Visions/New Voices, the Bonderman, One Theatre World, New Dramatists, and at theatres across the country such as East Valley Children's Theatre, Adventure Stage Chicago, New Orleans Fringe, among others. He is the recipient of the KCACTF Young Audiences award, EVCT emerging playwright award, and a James Michner fellowship in writing at the University of Texas. His plays are published by YouthPlays and Playscripts.

The show includes media design by multi- B. Iden Payne Award winners Chris Owen and K. Eliot Haynes, music by Graham Weber, and artwork by Michael Rae.

### WHAT IS OUR MISSION?

Theatre Heroes create high quality touring performances for young audiences and those young at heart.

We are theatre makers, fearless adventures, and terrified mistake makers.

We celebrate the live theatre experience as a launch pad for promoting creativity and innovation.

We make story and adventure; encouraging youth to pursue their own dreams and keep this art form alive.

We strive to create a world of infinite possibilities and limitless imagination where anyone can be their own hero.

Theatre Heroes is dedicated to bringing theatre to underserved populations and works with presenters to bring our performances to hospitals, detention centers, and rural communities. We also believe in inspiring the next generation of theatre makers through our workshops, talkbacks, and residencies.

## WHAT ARE PEOPLE SAYING?

"My students enjoyed the play. I loved the use of the vocabulary because it correlated with the vocabulary that we use in class. It also gave them a love for the fine arts. Especially for those who would not have gone on their own or whose parents would not have taken them."

- Teacher

"Noel Gaulin is such a gifted storyteller; you simply cannot help but fall in love (and experience a little heart-break) with his portrayal of Buck. The projections are truly stunning, adding to the company's concept of an "Illustrated Edition" and the music captivates from the beginning. I believe this piece has the power to draw schools and public audiences in droves and will leave lasting impact. I am thrilled to be presenting *Call of the Wild* on our 2016-2017 season."

- Jennifer Luck, presenter, Paramount Theatre

"Noel Gaulin is...a force of nature in Austin theatre and while he is necessarily out there on the edge given the roles he masters, he is also nuanced, capable of expressing something with the twitch of a finger or the curve of an eyebrow."

- Central Texas Live Theatre

"I loved how Language Arts and History were integrated. The kids were blown away by how many different characters the actor played."

- Teacher

"Graham Weber's music folds sadness, longing and regret into beauty like poetic origami."

- Texas Music Magazine

## **SELLING POINTS AND TARGET AUDIENCES**

### **KEY SELLING POINTS**

- **Jack London's novel is a classic of American Literature**
- **Transport yourself to the Klondike gold rush, one of the seminal moments in the history of North America**
- **A very moving and touching piece with a huge emotional response to those who have seen it**
- **The shows 180 degrees of projected illustrations are a visual spectacle to behold**
- **As popular with adults as it is with kids, the perfect show for the whole family**
- **Experience an entire novel in under an hour**
- **The stories themes of endurance and survival resonate with audiences of every background**
- **Features an original score by internationally touring singer/songwriter Graham Weber**

### **WHO WILL LIKE THIS SHOW?**

- **School groups grade 4-12**
- **All ages – show has huge appeal for young and those young at heart**
- **Traditional theatre fans**
- **Drama clubs**
- **Animation fans**
- **Book hounds and Literature buffs**
- **American History aficionados**
- **Theatre and Youth group outing**



## **BOX OFFICE INFORMATION SHEET**

[Your Company/ Venue] and Theatre Heroes present

### **CALL OF THE WILD: ILLUSTRATED EDITION**

**Length: Approximately 1 hour - straight through, no intermission**

**Q&A Session: Performer Noel Gaulin will provide a post-show talkback**

**Age: recommended for ages 8+, enjoyable for adults as well as kids**

**Language: Performed in English**

### **WHAT'S THE SHOW ABOUT?**

Jack London's classic novel about Buck, a dog who is kidnapped and forced to work on a sled team during the great Klondike gold rush.

### **SELLING POINTS**

- Jack London's novel is a classic of American Literature
- A very moving and touching piece with a huge emotional response to those who have seen it
- The shows 180 degrees of projected illustrations are a visual spectacle to behold
- As popular with adults as it is with kids, the perfect show for the whole family
- Experience an entire novel in under an hour
- The stories themes of endurance and survival resonate with audiences of every background

### **WHO WILL LIKE THIS SHOW?**

- All ages – show has huge appeal for young and those young at heart

**CHECK OUT THE TRAILER:** <https://vimeo.com/268707938>

### **BROCHURE COPY**

**[Your Company/Venue] and Theatre Heroes present:**

## **CALL OF THE WILD: ILLUSTRATED EDITION**

Performer: Noel Gaulin

Writer/Director: Jason Tremblay

Original Music: Graham Weber

Illustrations: Michael Rae

Media Design: Chris Owen and K. Eliot Haynes

Tour/Stage Manager: Stephen Pruitt

Managing Director: Sheila Tremblay

## **JACK LONDON'S CLASSIC TALE LIVE ON STAGE**

This multi-media adventure mixes classic story telling with projected illustrations to tell the story of Buck, the magnificent cross-bred offspring of a St. Bernard and Scottish Collie. Kidnapped from his lavish life on a California estate and sent to work as a sled dog during the great Klondike Gold Rush, Buck fights to survive and becomes the most famous dog in the whole history of the northland.

"Gaulin is...a force of nature in Austin theatre and while he is necessarily out there on the edge given the roles he masters, he is also nuanced, capable of expressing something with the twitch of a finger or the curve of an eyebrow."

- Central Texas Live Theatre

"I loved how Language Arts and History were integrated. The kids were blown away by how many different characters the actor played."

- Teacher

"Graham Weber's music folds sadness, longing and regret into beauty like poetic origami."

- Texas Music Magazine

"Thank you so much for the delightful experience seeing *Call of the Wild*. My students are still talking about it. They loved it."

- Teacher

## **SAMPLE PRESS RELEASE**

PRESS RELEASE

[DATE]

FOR IMMEDIATE RELEASE

**[Your Company/ Venue] and Theatre Heroes present  
CALL OF THE WILD: ILLUSTRATED EDITION**

**At [venue] on [date]**

### **JACK LONDON'S CLASSIC TALE LIVE ON STAGE**

This multi-media adventure mixes classic story telling with projected illustrations to tell the story of Buck, the magnificent cross-bred offspring of a St. Bernard and Scottish Collie. Kidnapped from his lavish life on a California estate and sent to work as a sled dog during the great Klondike Gold Rush, Buck fights to survive and becomes the most famous dog in the whole history of the northland.

The show uses a 180 degree projection screen that surrounds the performer. It features a unique mix of classical illustrations from the book with brand new drawings and animations created by artist Michael Rae and live score from award winning singer/songwriter Graham Weber.

Young and old – both adults and children- will love this sometimes funny and sometimes heart breaking story of adventure and survival. Pull your friends off the couch and toss your neighbors in the car, this is the show that can't be missed!

[Your Company/ Venue] is delighted to present this gorgeous production, CALL OF THE WILD: ILLUSTRATED EDITION will be at [venue] on [date] at [time] with tickets priced from [price] to [price].

Tickets available by calling the [Your Company/Venue] BOX OFFICE at [number]

/END

## STEPS TO A SUCCESSFUL MARKETING CAMPAIGN

### A. TICKETING

- Dynamic pricing – don't segregate seating
- Minimize added fees
- Review ticketing often
- Offer discounts for groups and schools
- Offer busing discounts
- Offer ticket blocks to retirement communities

### B. BUILD YOUR ONLINE PRESENCE

- Embed one of our two show trailers
- Use big attention getting image that shows the performer
- Link to our website – [www.theatreheroes.org](http://www.theatreheroes.org)
- Include some of our great quotes from TEACHERS

### C. SOCIAL MEDIA

- Facebook – use boosted posts, not sidebar ads
- Twitter – send out weekly blasts, then daily
- Utilize candid photos as well as production images
- Make every post a direct link to ticketing page

## COMMUNITY PARTNERS

1. Connect with them EARLY!
2. Send personal, targeted emails
3. Ask about cross promotions – Bookstores and libraries should stock up on the novel
4. Offer give aways for their patrons

### COLLEGES

Focus on English, History and Theatre departments – contact professors and department chairs directly

### SCHOOLS

Elementary (Grade 4+) through high school – contact teachers and principals directly

### RETIREMENT COMMUNITIES

Offer block tickets and preshow happy hours

### BOOKSTORES AND LIBRARIES

Ask them to display posters and stock up on the book

### LOCAL CLUBS

Seek out ones that focus on theatre and American history – offer group discounts

### LOCAL BUSINESSES

Seek out cross promotional opportunities

### HELP US HELP YOU

2 months out – overall strategy, community partner list

2 weeks out – trends, sales, strategize for final push

Contact Sheila if you have questions or awesome ideas – [sheilakdoyle@gmail.com](mailto:sheilakdoyle@gmail.com) – 512.247.8659