



Exceptional design for theatre companies that is fast, easy and inexpensive.

Vision

Make exceptional design attainable for all theatre companies and promote collaboration between designers, directors and playwrights.

Mission

By streamlining the design process, we allow theatre programs access to high-quality, ready-made, customizable poster designs at extremely reduced prices. Subplot Studio creates opportunities for theatre programs that would otherwise be out of reach. This results in enhanced branding, as well as a huge savings of cost and time.

Team

Creative, driven, collaborative, intelligent, fun. Our team has a unique mix of personality, life experience and skill. We're designers, programming wizards and business innovators. All of us work at least 60 hours a week and we do it because we love what we do. We're all opinionated, but as a whole, we tend to provide balance for each other.

James apRoberts
CEO

Brian Christopher
Creative Director

Ryan Miller
Technology Director

Jennifer Porcher
Marketing Director

What We Do

Subplot Studio offers exceptional design for theatre companies that is fast, easy and inexpensive. Up until now, those words have rarely been used together. We think it's time for that to change. We've designed Subplot Studio with theatre directors and drama teachers in mind. We know that the design process can be stressful, even when it goes smoothly. So we've eliminated the stress and a lot of the expense by creating a library of pre-designed posters for the most popular productions. Each poster is available to customize online with our easy-to-use-tools. With Subplot Studio, you are able to fully customize a poster design that's ready to print in less than 15 minutes.

Why We Do It

We do it for lots of reasons. We design because we love it. We solve problems because we can't help it. If there's a better solution, we lose sleep until we figure it out.

We do it for you. It has been frustrating to watch theatre directors struggle during the poster design process. It's a process that takes a considerable amount of time and energy. And when budget comes up, it's a recipe for a headache. Then you have to buy pain killers, which adds to the budget and makes your headache worse. It's a terrible cycle.

We do it for us. We love the performing arts. We love community theatre and high school drama programs. Experiencing incredible performances that are promoted with average or less-than-average artwork is painful. It's clear that your actors give it their all and we want to give them the attention they deserve. So let's make them look good! Professional, creative, effective.

Challenges We Address

Marketing and graphic design for theatre is a largely unaddressed market in the U.S. There is no centralized resource for purchasing quality marketing materials to help promote theatrical productions. Theatre directors currently face several challenges :

1. It is a very lengthy process that occurs for every production during a given season. It consumes a lot of the director's time.
2. Artwork for the season is not generally created ahead of time – how do you market a season without all of the artwork?
3. Working with design firms and ad agencies is expensive.
4. If a theatre director is limited by budget restrictions, less expensive design options are typically less effective which leads to lower ticket sales and less success.

The Process

Select from Professional Artwork

We offer you the highest quality poster design, customized for your theatre, school or organization at prices that are incredibly competitive.

Easily Customize Your Poster

Using our customization tool is really easy. Incorporate your logo, dates, show times, location, ticket prices, as well as your sponsor logos and information.



Affordable Poster Prints and Promotional Products

You can order printed posters, download print-ready digital poster artwork and purchase promotional products like t-shirts and pop-up banners to generate revenue for your production.

Design Packs Support Marketing

Our design pack gives you the ability to further customize your artwork and create exciting print and online advertising.

Raise Money for your Theatre Using our Gifting Program

We have created an online fund raising program just for theatre directors, drama teachers and event organizers.

COMPETITION	QUALITY	TIME	COST
Subplot Studio	✓	Same day	\$125
Freelance	Varies	2 weeks	\$750
Ad Agency	✓	4 weeks	\$2,000
Design Firm	✓	4 weeks	\$3,000

Case Study

San Luis Obispo Little Theatre:

Annual design budget for 8 productions

Ad Agency	\$16,000
Subplot Studio	\$3,600 (with Design Pack)

Savings \$12,400 (76%)

Products and Services

- Ready-made, customizable theatre posters
- Print-ready digital poster artwork
- Printing (posters, banners, magnets, stickers)
- Promotional materials (tshirts, sweatshirts and more)
- Gifting program

Long Term Goals

- Cultivate interest in theatre and the performing arts
- Boost ticket sales by providing compelling poster designs
- Create new marketing opportunities for theatre programs
- Grow a sustainable scholarship program for young actors