

THE UGLY DUCKLING

Streaming Performance for Schools

Sales Summary



EDUCATION



Playhouse Square®

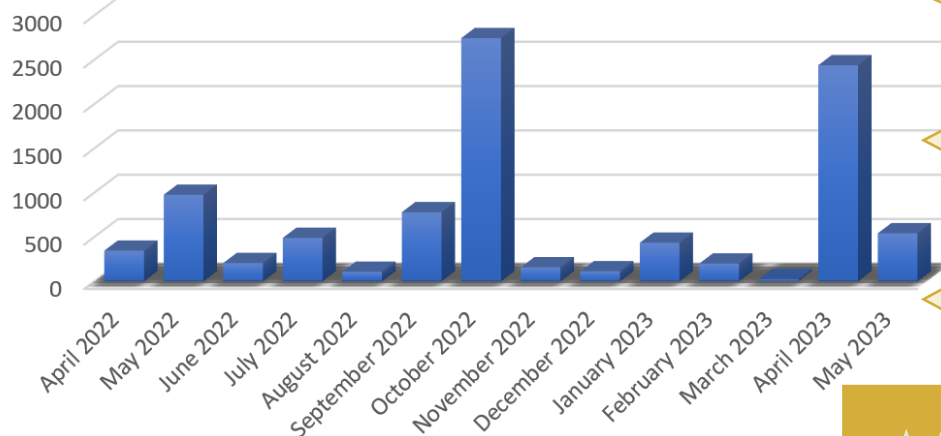
Program Timeline

Announcement/on-sale date: April 11, 2022
Performance window: May 8-26, 2023
Advance sales: 56 weeks

Total Served

434 Classrooms; 169 CMSD
9,549 Total Participants; 3,751 CMSD
\$4,920 Total Revenue

Sales Information



Two best-selling weeks

3 weeks prior (16%)
 Oct. 17-23, 2022 (16%).

30% of sales were received during the main solicitation window. (6 weeks prior).

2% of sales were received after the performance window opened.

Customer Experience

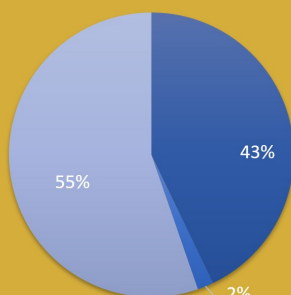


Weighted avg: 4.62 stars

81% of survey respondents plan to/utilized the resource guide
 85% of survey respondents plan to/utilized the pre-show CCW
 85% of survey respondents plan to/utilized the post-show CCW

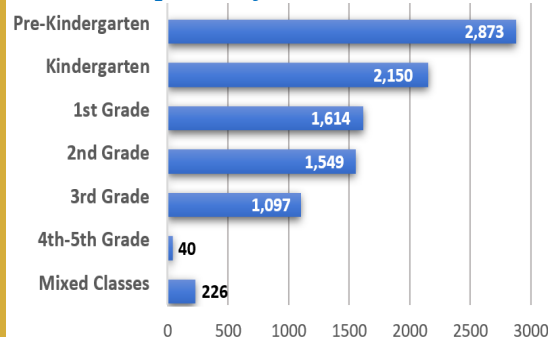
Sales by Price

FREE 183 orders (CMSD)
\$10 10 orders; \$100
\$20 241 orders; \$4,820



Audience Information

Participants by Grade*



*Recommended grades PreK-3

14 Counties Served

