



FINDING AID: PAJAMA GAME, THE MARKETING FILES

Collection Overview

Identifier: MARK158-163

Inclusive Dates: 2006

Extent: 6

Scope and Content

Folder 158. Advertising, Creative, Budgets (ticket sales, mailers, ad treatment, e-blasts, contact sheet, pricing capacity, photo shoot xerox prints, sales reports, media plan) -- Folder 159. Benefit Performances (includes press, ad treatment, mailer, media plan) -- Folder 160. Visa Sponsorship (includes agreement, sales analysis, ad treatment) -- Folder 161. Merchandising (includes order and sales reports) -- Folder 162. Reviews (xerox copies) -- Folder 163. Press (includes radio).

Access Restrictions: No restrictions.

Library of Congress Subject Headings

Marketing [info:lc/authorities/subjects/sh85081333]

Advertising, Direct-mail [info:lc/authorities/subjects/sh85001181]

Roundabout Theatre Company [info:lc/authorities/names/n84002005]

Related Staged Production

Pajama Game, The

Parent Collection

Marketing Department Show Files - PAJ to PH