



THE SOLO ARTIST BOOKING & PRESENTING GUIDE

Colleges, Universities, Arts Presenters
& Speaking Opportunities

A curated starter guide for taking your solo show,
workshop or story beyond the theatre.

BE YOUR OWN AGENT.
PITCH WITH PURPOSE.

START HERE

This is a **starter guide, not an exhaustive directory**. It introduces a small group of organizations, networks and marketplaces that can help you understand the college and performing-arts presenting world and begin building your own contact list.

A USEFUL DISTINCTION

NACA and APAP are not booking agencies. They are professional networks and marketplaces that connect artists, agents, presenters and campus programmers. For a self-represented solo artist, those connections can be just as valuable as having an agent.

THINK BEYOND THE PERFORMANCE

When approaching a college or presenting organization, consider offering a package: **solo performance + talkback + workshop + guest lecture**. Your expertise, lived experience and educational value may open doors that a performance-only pitch does not.

YOUR GOAL

Make it easy for a presenter to understand **what you offer, who it serves, why it matters and how to book you**.

A CURATED STARTER LIST

Resource	Reach	Who You Can Meet	Why It Matters
<u>NACA - National Association for Campus Activities</u>	College & university market	Campus programmers, student affairs, entertainment buyers	Artists can join as Single Acts, create profiles, access member-school leads, and apply to showcase at conferences.
<u>APAP - Association of Performing Arts Professionals</u>	National presenting & touring field	Performing-arts presenters, agents, managers, producers	Membership includes presenter directories and artist rosters; APAP NYC includes showcases and artist-pitch opportunities.
<u>CreativeGround / NEFA</u>	New England + searchable directory	Arts presenters, schools, libraries, community organizations	Free artist profiles can include work samples and touring history; eligible New England artists can pursue NEST eligibility.
<u>New England States Touring (NEST)</u>	New England	Nonprofit presenters, schools and community organizations	Presenter grants can help subsidize eligible artist engagements, making an artist easier to book.
<u>Western Arts Alliance</u>	Western U.S. / national field	Presenters, agents, artists, arts organizations	A strong professional network for learning the presenting/booking ecosystem and building relationships with presenters.
<u>Arts Midwest</u>	Midwestern U.S.	Presenters, communities, arts organizations	Useful regional organization to watch for touring, presenting, professional-development and partnership opportunities.
<u>Mid Atlantic Arts</u>	Mid-Atlantic + national/international programs	Presenters and touring artists	Offers touring and exchange programs; some opportunities subsidize presenter costs or support artists touring internationally.

Research tip: Once you find one presenter that books work like yours, study its season. Then look at the artists it has presented, their agents, and the other venues on those artists' tour schedules. One good lead can introduce you to an entire network.

SPOTLIGHT: NACA

NACA is one of the clearest entry points into the college market. Its Associate Membership is designed for agencies, artists, vendors and companies serving colleges. NACA's online platform lets members showcase acts and search its college-member network. Self-represented artists can join in a Single Act category.

NACA conferences bring artists face-to-face with campus programmers and talent buyers. Showcase applications require materials such as a bio, photo, pricing and video links, and showcasing/exhibiting involves additional fees beyond membership.

A NACA-READY OFFER MIGHT INCLUDE:

- A 45-60 minute solo performance
- A post-show Q&A; or facilitated discussion
- A 60-90 minute acting, writing or storytelling workshop
- A guest lecture connected to the themes of your show
- A residency package combining performance, class visits and community engagement

SPOTLIGHT: APAP

APAP serves the professional performing-arts presenting, booking and touring field. Its membership directory can help artists identify presenters by location and discipline, and its Artist Access option is designed for eligible self-represented individual artists.

At APAP|NYC, artists, agents and producers present hundreds of showcases. APAP also offers pitch opportunities such as UP NEXT! for qualifying tour-ready projects. Think of APAP less as a place to send a cold submission and more as a place to **build a professional touring network**.

BEFORE YOU PITCH

You do not need every item below before making your first contact, but the more professionally packaged your offer is, the easier it is for a presenter to say yes.

- **One-sentence hook:** What is the show and why should this audience care?
- **Short synopsis:** 100-150 words.
- **Professional bio:** Focus on the experience relevant to this engagement.
- **Strong photos:** Production images plus a clean headshot.
- **Trailer or performance clip:** Make the quality of the work easy to see quickly.
- **Running time:** Include whether an intermission is needed.
- **Technical requirements:** Keep the touring version as simple as possible.
- **Fee range:** Know your performance fee and what travel/housing costs are separate.
- **Educational add-ons:** Workshops, lectures, class visits, talkbacks or residencies.
- **Audience fit:** Identify departments, student groups or communities that connect naturally to the work.
- **Testimonials / reviews:** Especially from presenters, educators or audience members.
- **Contact information:** Make booking you simple.

THE QUESTION EVERY PRESENTER IS ASKING

“Why is this right for *our* audience?” Your pitch should answer that question before the presenter has to ask it.

WHO SHOULD I CONTACT ON CAMPUS?

Do not limit yourself to the theatre department. Depending on your show's themes and your expertise, there may be several potential buyers or partners on the same campus.

Department / Office	Possible Fit
Campus Activities / Student Life	Entertainment, cultural programming, student events
Performing Arts Center / Presenting Office	Ticketed performances and touring artists
Theatre / Drama Department	Guest artist visits, workshops, masterclasses
English / Creative Writing	Storytelling, writing, adaptation, memoir
Black / Africana Studies	Work connected to Black history, identity, culture or diaspora
Caribbean / Latin American Studies	Caribbean-centered stories, culture and diaspora
Women's / Gender Studies	Work exploring women, identity, gender and social themes
Education / Arts Education	Teaching artistry, curriculum connections, workshops
Alumni / Advancement / Cultural Centers	Special events, heritage celebrations, community programming

Collaboration idea: A theatre department may want the performance while a cultural-studies department sponsors the talkback and Student Life contributes to the fee. One booking can sometimes be built across several campus partners.

YOUR FIRST PITCH PLAN

Choose five organizations to research. Start small, personalize every approach, and track your follow-up.

#	College / Presenter	Best Contact / Department	Why My Show Fits	Next Step
1				
2				
3				
4				
5				

BE YOUR OWN AGENT.

Research. Reach out. Follow up. Build relationships. Every contact may not become a booking - but every thoughtful pitch helps you learn the market and strengthen the way you present your work.

Please note: Membership fees, conference structures, grant programs, rosters and eligibility requirements change. Always confirm current information directly with each organization before spending money or applying.