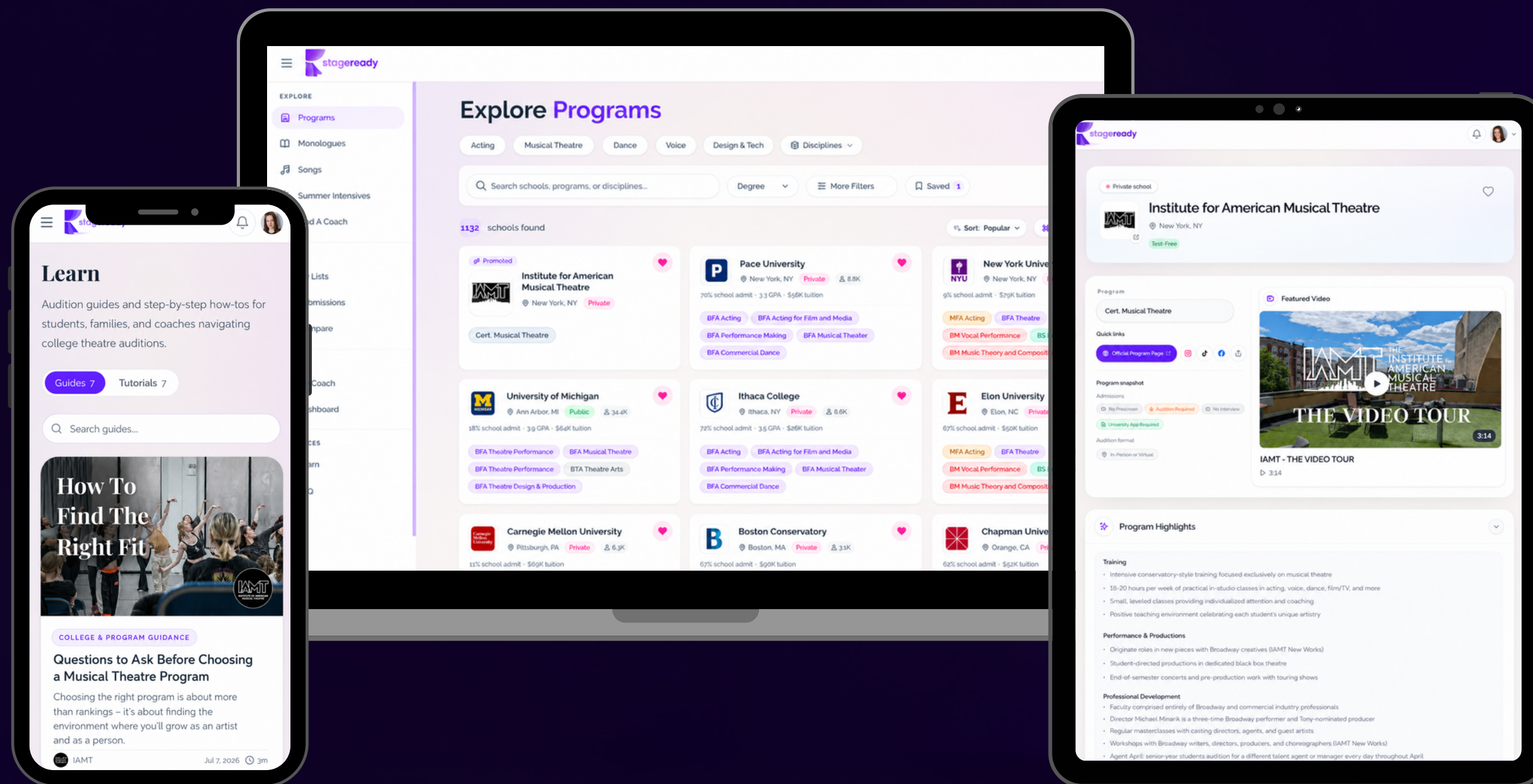




Media Kit + Rate Card



About us

stageready was founded by Brigitte Thieme-Burdette, a college audition coach, actor, and acting teacher, and Chip Zurita, an aeronautical engineer and game systems designer.

The idea grew from Brigitte's experience working with low-income students through the college audition process at no cost. It became clear how many talented students may never get the opportunity to pursue theatre training simply because the process is expensive, difficult to navigate, and often dependent on access to private support.

stageready was also built out of a more practical frustration: the annual cycle of outdated spreadsheets, scattered requirements, changing deadlines, and information that is hard for families to find and compare.

Together, Brigitte and Chip set out to make the process clearer, more organized, and more accessible for every student pursuing theatre and performing-arts training.



Did you know?

stageready is free to all students on free and reduced lunch

Our mission

stageready aims to democratize the college performing arts audition and application process, making it **more accessible to students from every background.**

By bringing essential information into one clear, organized platform, including audition requirements, songs, monologues, program research tools, and connections to independent coaches, **stageready helps level the playing field for students who may not otherwise have access to private guidance or institutional support.**

About The Platform

Reach theatre applicants while they are actively researching, comparing, preparing, and applying to college programs

- 1

Search

Find programs by degree, discipline, location, audition type, class size and more
- 2

Compare

Create lists, tables and evaluate schools side-by-side.
- 3

Prepare

Find monologues, songs, dances, wildcard examples, tutorials and more
- 4

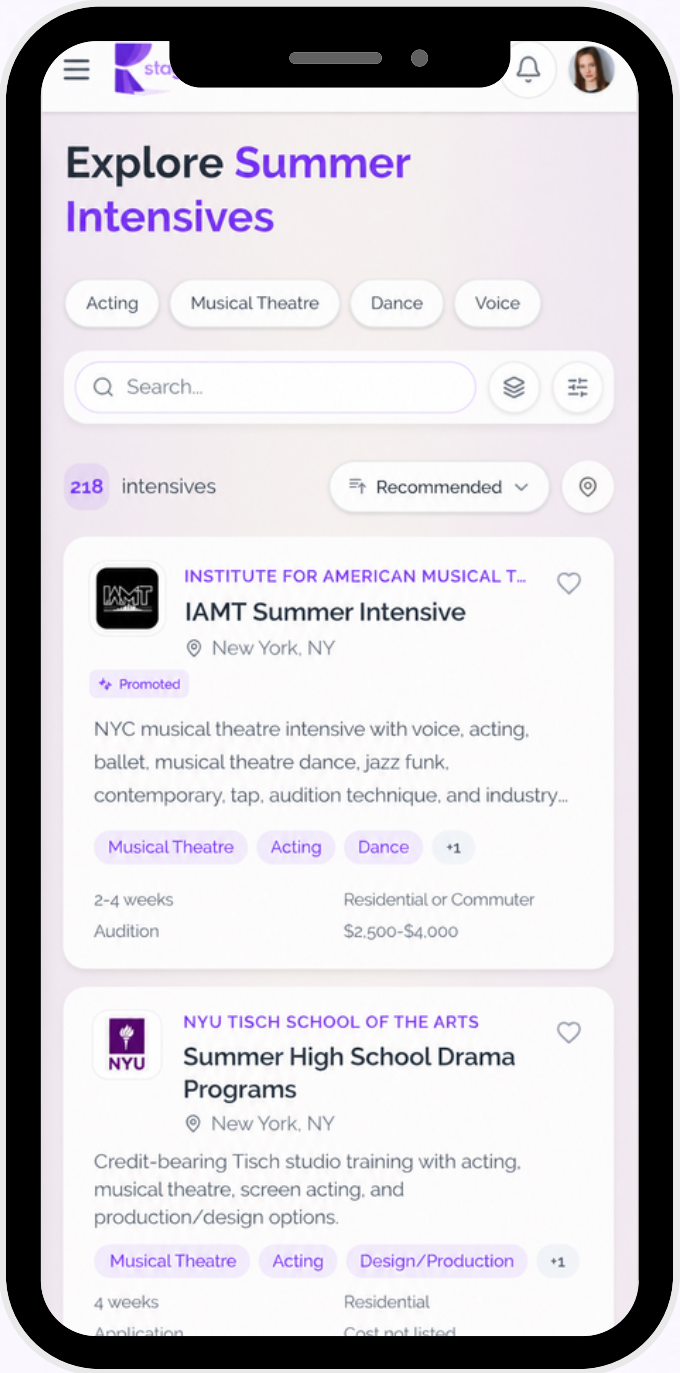
Track

Track auto-imported and custom deadlines, create tasks, connect calendars, the process for each individual school
- 5

Decide

Weigh custom factors against one another and see where your best options lie

Recruitment visibility inside the applicant workflow.



A Niche, High-Intent Community

700+

accounts across students,
parents, coaches & educators

60-70

daily active users

3,000+

Instagram & TikTok followers are primarily '27,
'28, and '29 high school students, parents, and
independent performing arts studios

8,000+

programs represented across
1,200+ schools

Who stageready reaches



Applicants

Building lists, comparing programs,
tracking requirements



Coaches

Guiding students without having to
re-create systems every year



Parents

Understanding cost, deadlines,
selectiveness, and process



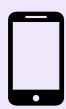
Educators

Supporting theatre students with
more access to clarity

Audience figures current as of July 7, 2026

Founding Partner Rates

Limited introductory pricing for early partners

OFFERING	DESCRIPTION	RATE
 Enhanced Program Profile	Expanded program page with options to add photos, video, faculty welcome, FAQ, and admissions events.	Starting at \$25/month
 Sponsored Placement in Search Results	Prominent, clearly labeled placement in relevant stageready searches and filters.	Starting at \$50/month
 Newsletter Feature	Feature your program, event, or admissions opportunity in the stageready newsletter. Options include ad placement in footer, customized blog push.	Starting at \$100/feature
 Social Media Features	Dedicated Instagram and TikTok feature highlighting your program. Day in the life, takeovers, faculty conversations, answering questions in stories, etc.	Starting at \$200/post
 Blog or Learn Feature	Co-written program feature, guide, faculty interview, student spotlight, overview, etc. hosted on stageready.	Starting at \$300
 Evergreen Video Feature	Videos hosted on the Learn section on stageready, as well as YouTube. Upcoming examples include Adelphi's "How to Create a Tech/Design Portfolio" video. This could also be interviews with faculty, Shakespeare monologue tips, a sneak peek into a rehearsal, or anything else educational you can think of!	Starting at \$450
 Custom Partnership	Tailored combination of profile visibility, search placement, content, and social promotion. Let's get creative!	Custom pricing

Are you ready for the next stage?