QUICK START GUIDE

Promote your program with merch

Sell branded and event-themed merchandise in the same place you sell tickets

Add-ons let families grab show shirts, concessions, flowers, and more at checkout, raising money for your program without a sales table.



> *"OTS has taken our ticketing sales to the next level! We are a small Baltimore City elementary/middle school, and the website/ticketing platform has made our students feel like they are professional actors! … Families also love that they can buy their actor merchandise from the show."*
>
> **Michelle Kaminaris** · Pre-K Teacher, Hampstead Hill Academy

What you'll need

- Details and photos of merchandise items
- About 5–10 minutes

Steps

1. **Navigate to Add-ons & Merch**
   On the left side of your dashboard, click Additional Revenue › Add-ons & Merch.

2. **Create a new add-on**
   Complete the required fields in the Create Add On pop-up, including Item Category.
   See step 3

   TRY THIS
   Branded merch ideas
   - Cast & crew tees
   - Cast-signed programs
   - Buttons & stickers
   - Show posters
   - Spirit wear
   - Tote bags

3. **Select the item category**
   For merch sold and fulfilled by On The Stage, select Merchandise - Shipped. For merch you manage yourself, select Merchandise - At the venue.

4. **Finish up**
   Click the red Create button to save your item. Repeat these steps for additional merch!

OTS On The Stage

Sell custom merch →