QUICK START GUIDE

Promote your program with merch

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

Add-ons let your audience grab merch, concessions, and more at checkout, raising the value of every order.



> *"Selling playbill ads and fundraising campaigns have become easier to do [since starting with OTS], as well as the sale of merchandise."*
>
> **Dan Pelletier** · Artistic Director, Cue Zero Theatre Company

Read the full story →

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
   - Show-logo tees
   - Show posters
   - Cast-signed programs
   - Tote bags
   - Season mugs
   - Stickers & pins

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 →