



# Dear Evan Hansen: Intimate Tour

A Strategic Touring Proposal  
Prepared by Alex Traynham

# Why This Tour?



DEAR EVAN HANSEN IS A  
MINIMALIST, EMOTIONALLY  
RESONANT SHOW IDEAL FOR  
TOURING.



THE SHOW'S INTIMATE  
STORYTELLING WORKS WITH A  
SMALL CAST AND LIMITED TECH.



A LEAN FORMAT ALLOWS THE  
PRODUCTION TO TRAVEL  
AFFORDABLY WITHOUT SACRIFICING  
IMPACT.

# Tour Design

- Tour Dates & Cities
- Orlando, FL – May 1, 2025
- Atlanta, GA – May 3, 2025
- Nashville, TN – May 5, 2025
- Columbia, SC – May 7, 2025
- Richmond, VA – May 9, 2025
- Each stop is a one-night performance to minimize hotel and venue costs.
- Cities were chosen for arts visibility and efficient routing to reduce travel costs.

# Team Structure

- Cast: 5 actors – core to the story, no ensemble needed.
- Band: 3 musicians – keyboard, guitar, and drums to support the score.
- Crew: 4 key members – stage manager, tech director, lighting/audio tech, road manager.
- Driver: 1 CDL-certified individual to handle transport safely.



# Budget Philosophy

- Focused on professional quality with financial discipline.
- Rates reflect industry standards while remaining cost-conscious.
- Each role and cost was selected based on necessity and sustainability.
- Contingency and licensing are accounted for — this is a real-world ready budget.

# Payroll Breakdown

- Actors: Paid for five performances plus rehearsal week.
- Band: Flat per-show rate, reflecting skill and prep time.
- Crew: Paid per-show with load-in/load-out factored in.
- Driver: Covers all five cities, paid per travel and load days.
- Total payroll = \$32,850, over 45% of budget — people first.

# Travel & Lodging

- Van + box truck rental covers people and equipment transport.
- Double occupancy lodging minimizes cost while maintaining comfort.
- Travel planned for overnight hauls when needed to reduce per diem impact.
- Total = \$14,140 for five cities and one-week of logistics.





# Venue Costs

Each venue  
charged  
~\$7,000–\$8,000  
per night,  
including  
essentials.

Costs include  
security, ushers,  
ticketing, and IA  
labor buyout  
when required.

No extended sit-  
downs mean no  
weekly  
minimums or  
storage charges.

Total venue cost  
= \$39,000  
across all cities.



## Production & Licensing

Backline rental ensures quality instruments in each city.

Licensing fees for show rights included upfront.

Insurance protects the company during transport and performance.

Basic print/digital marketing also included in this bucket.

Total = \$11,800 to keep the production professional and protected.

## Risk & Contingency Planning

7% contingency = ~\$4,600  
for emergency coverage.

Covers gear failure,  
transportation delays,  
medical issues, or weather.

This fund makes the tour  
resilient without  
overextending budget.

# Why This Tour Works

Designed for  
speed, quality, and  
impact.

Respectful of  
union and industry  
standards.

Audience-focused  
— high-quality  
storytelling on the  
road.

Sustainable touring  
model adaptable  
to future  
productions.



Thank  
You

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