VENUE PRESENTER PACK | 2027 SEASON

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EUPHORIC

A Touring Production

MELBOURNE'S WILDEST VARIETY SHOW

VENTURE BEYOND THE ORDINARY

An 18+ Live Variety Show Touring Victoria | 2027 Season Overview

Presente by EUPHORIC Events & Co • info@euphoricevents.com.au • venuepack.euphoricevents.com.au

SECTION 01

Show Overview

EUPHORIC

EUPHORIC is a bold, contemporary variety show touring theatres and arts centres across Victoria delivering a fast-paced night of entertainment built for a broad adult audience.

Produced by EUPHORIC Events & Co, EUPHORIC has built a loyal and growing following season after season, with audiences embracing its unique mix of talent, humour, glamour and theatrical spectacle.

Synopsis

Get ready for an adults-only variety show packed with multiple genres and plenty of unexpected moments.

Audiences come dressed to impress and experience a bold night of entertainment that dazzles, surprises and leaves audiences wanting more.

Why Present EUPHORIC

- A Proven Touring Production

  EUPHORIC has been successfully presented across theatres and arts centres throughout Victoria, building a loyal audience and strengthening its reputation with every performance. The production arrives with an established brand, professional touring experience and a growing history of successful seasons.

- Genuinely Live Entertainment

  EUPHORIC gives audiences an experience they cannot get at home. Unique artists, comedy, audience interaction and an ever-changing variety of performances create an electric atmosphere in the theatre. Every show feels immediate, exciting and made for the audience in the room.

- A Complete, Presenter-Ready Package

  EUPHORIC Events & Co manages the production from beginning to end, including casting, creative direction, production planning, technical coordination and audience-facing marketing materials. Presenters receive a professional, organised touring production supported by a team experienced in working with theatres and arts centres.

- Broader Appeal Than a Single-Genre Production

  By combining multiple genres, EUPHORIC reaches beyond the audience of any one genre. Its variety format appeals to couples, friendship groups, theatre lovers and audiences looking for a fun, distinctive night out.

SECTION 02

Audience Snapshot

EUPHORIC helps theatres reach beyond their traditional performing arts patrons by offering an accessible, social and high-energy live entertainment experience.

The show's core audience is adults aged 30 to 70, with a particularly strong following among women, LGBTQIA+ communities, couples and social groups.

Its multi-genre format give audiences multiple ways to connect with the production. This makes EUPHORIC equally appealing to regular theatre attendees and less frequent theatregoers looking for a memorable night out.

The show is naturally suited to group bookings and occasion-led attendance, including birthdays, celebrations, date nights and pre-show dining or hospitality packages.

Each season introduces a refreshed selection of acts and performances, giving audiences a compelling reason to return while maintaining the established EUPHORIC experience. This creates opportunities for repeat visitation and allows the production to build an ongoing relationship with each venue and its local community.

SECTION 03

Previous Tour Locations

2023 & 2024 VICTORIA TOUR

Date	Venue	Region
10th & 11th November 2023	Peninsula Community Theatre	Mornington
1st & 2nd November 2004	Peninsula Community Theatre	Mornington
30th November 2024	Cardinia Cultural Centre	Pakenham

2025 VICTORIA TOUR

Date	Venue	Region
May 31, 2025	Altona Theatre	Altona
June 21, 2025	Plenty Ranges Arts & Convention Centre	South Morang
May 17, 2025	Frankston Arts Centre	Frankston
October 18, 2025	Cardinia Cultural Centre	Pakenham

2026 VICTORIA TOUR

Date	Venue	Region
May 3, 2026	The Round	Nunawading
May 30, 2026	Altona Theatre	Altona

Jul 17, 2026	Frankston Arts Centre	Frankston
Aug 1, 2026	Gippsland Performing Arts Centre	Traralgon
Aug 8, 2026	Cardinia Cultural Centre	Pakenham
Aug 22, 2026	The Capital Theatre	Bendigo

SECTION 04

Ticket Sales & Audience Momentum

EUPHORIC arrives with more than a production to place on sale. Each performance is supported by an active marketing campaign designed to build local awareness, reach new audiences and convert interest into paid bookings.

Campaign activity includes professionally produced promotional content, targeted digital advertising, audience retargeting and ongoing campaign management from the EUPHORIC Events & Co team.

This approach has demonstrated strong results. At The Round, Nunawading, paid ticket sales more than doubled during the final three weeks of the campaign, showing EUPHORIC's ability to build momentum and convert growing audience interest into attendance.

With a refreshed selection of acts each season, EUPHORIC also gives audiences a reason to return. This provides presenting venues with an opportunity to grow repeat attendance, reach new adult audiences and establish EUPHORIC as a recurring event within their programming calendar.

SECTION 05

Audience Testimonials & Review Scores

Audience Reviews



SECTION 06

Marketing Partnership and Support

We work alongside every presenting venue from the initial on-sale through to performance day. Our team provides tailored creative assets, campaign planning, ready-to-publish content and ongoing promotional support, helping venue marketing teams launch quickly and maintain momentum throughout the campaign.

Creative Assets

- Complete artwork suite for print, digital, social media and venue screens, supplied in venue-ready formats
- Professional production photography and video approved for local marketing use
- Official show trailer and showreel, plus short-form video content for social media
- Ready-to-use show descriptions and copy for venue websites, programs and event listings
- Media release templates that can be tailored to the venue and local market

Campaign Planning & Content

- Marketing timeline and content calendar tailored to each performance date
- Campaign planning shaped around the venue, location and target audience
- Ready-to-publish captions, carousels and creative content for Facebook, Instagram and TikTok
- Social media toolkit with suggested posting schedules and campaign messaging
- Email marketing copy for venue databases and subscriber campaigns
- Ongoing coordination with the venue's marketing team throughout the on-sale period

Media & Local Engagement

- Media outreach support through relevant local, regional and national contacts
- Access to cast members and the creative team for media interviews, subject to availability
- Promotional materials and messaging designed to support group bookings
- Opportunities for post-show photographs or cast meet-and-greets, subject to scheduling
- A dedicated EUPHORIC marketing contact for the full length of the engagement

SECTION 07

Production Photography

High-resolution, print-ready assets from 2026 season, available for venue marketing use









SECTION 08

Showreel & Video Links

Watch EUPHORIC in action:

- Official Showreel (2026 Season)
- Behind the Scenes

Thank you for considering EUPHORIC for your 2027 season.