

# Management Guide to Grounds Acts and Attractions

## Table of Contents

- I. Opening Remarks
- II. Why Use Grounds Acts?
  - A Marketing Tool
  - A Scenic Element
  - A Crowd Control Device
  - An Ambassador Of Good Will
  - A Memory
- III. Types Of Grounds Acts
  - Strolling Acts
  - Found Space Acts
  - Self-Contained Acts
  - Free Stage Acts
  - Entertainment Attractions
  - Classification system For Attractions
- IV. How To Use Grounds Acts
  - Proper Scheduling
  - Proper Placement
  - Proper Promotion and Notification
- V. What To Give Grounds Acts
  - General Event Information
  - Special Event Information
  - Professional Recognition
  - Professional Consideration
- VI. Where To Buy Grounds Acts

Direct Contact  
Agents/Managers/ etc.

- VII. What To Pay Grounds Acts  
Volunteer / Amateur  
Professional
- VIII. What To Expect From Grounds Acts  
Professionalism  
Promotional Materials  
Cooperation
- IX Headliners / Grounds Acts: a comparison
- X Summary
- XI About The Authors
- XII A Thought
- XIII Glossary
- XIV Study Outlines
- XV Appendix