

PhillyTheatreTix Consortium

- ❖ *Do you need to integrate your ticketing system with your marketing and development efforts?*
- ❖ *Are you looking for more personalized attention from your ticket services provider?*
- ❖ *Are you ready to expand your audience?*

The Theatre Alliance has a license to share the Tessitura Software® with its members through the PhillyTheatreTix consortium. This initiative aligns participating member theatres into a consortium to collectively manage the Tessitura Software in a shared system to capitalize on the collective data of the region's theatres.

Consortium Members



When you join the PhillyTheatreTix Consortium by investing in a sublicense, your theatre will have direct access to the Tessitura Software®, providing a long-range solution to the your marketing and development software needs and greater efficiency in all ticketing and fundraising endeavors. Technical and training support is provided by the Theatre Alliance's dedicated Tessitura staff.

ADDED VALUE

- We keep your data clean! All data is backed up, merged and updated for NCOA on a regular schedule;
- Access to pooled database of 475,000 constituents from performing arts organizations across the region;
- Help desk software and a reference website to facilitate support and enhancement requests;
- Select-your-own-seat functionality in online purchase path;
- Personalized customer service from Theatre Alliance staff
- Robust cross-marketing opportunities with other consortium members
- Influence in governance and decision making
- Access to resources of national Tessitura Network.

Consortium Participation Criteria

COST SHARING

Each Consortium member bears its proportionate share, based on the cost sharing formula, of Theatre Alliance staff salaries for Tessitura specialists, managed server provider fees, Tessitura Network Membership fees and such other fees as set forth in the annual budget approved by the Consortium Advisory Committee.

Sample Consortium Members	Budget	Range, # of tickets sold	% of aggregate	Annual Cost Share Assessment	Sublicense (one time fee)	Web Integration (one time fee)
Theatre A	\$630,000	7,000	2%	\$9,300	\$8,000	\$6,850
Theatre B	\$875,000	5,000	3%	\$9,400	\$8,000	\$8,250
Theatre C	\$1.6 million	37,000	6%	\$17,600	\$16,000	\$18,300
Theatre D	\$3.4 million	42,000	12%	\$22,400	\$24,000	\$28,270

Sample Web Integration Functionality

Theatre A - Account Management & Shopping Cart, Single Tickets, Donations

Theatre B - Theatre A's functionality PLUS Membership

Theatre C - Theatre A's functionality PLUS New Subscriptions & Renewal Subscriptions

Theatre D - Theatre C's functionality PLUS Flex Series & Select Your Own Seat

Membership Criteria

- Operate within a 50-mile radius of the center of Philadelphia;
- Minimum of 6 (six) full time staff members and a board of directors;
- Technological readiness;
- Financial stability;
- Spirit of collaborative marketing;
- Ability to participate in consortium governance.

Minimum Hardware Requirements

- Desktop Monitor (preferred resolution) at 1024x768 (17" CRT)
- Desktop PC: Recommend 800 MHz Pentium with 64 MB of RAM with 10/100 network card, Windows 2000 or better
- Boca Printer
- Internet Network Connection (T1 Speeds)
- Backup Internet connection
- Internet Firewall