



THEATRE ALLIANCE
OF GREATER PHILADELPHIA

Theatre Alliance Programs & Services

- **PhillyTheatreTix:** This umbrella of ticketing services is aligned with our website, phillytheatretix.com one-stop shop for ticket purchasing across the region, phillytheatretix.com is inviting new audiences to connect with the Greater Philadelphia theatre community. There are seven different ways your organization can participate in PhillyTheatreTix.
 - ❖ **The PhillyTheatreTix Consortium** is no longer cost-prohibitive for small and mid-sized organizations. In fact, this year the Theatre Alliance is granting a free sub-license and web integration to five companies with budgets under \$400,000. Other organizations are finding their own funding to cover the upfront costs and joining with the consortium to share the annual operating expenses. For a fraction of the cost, consortium theatres are getting direct access to the Tessitura Software®, securing a long-range solution for marketing, development and customer relations management. Technical and training support is provided by the Theatre Alliance's dedicated Tessitura staff.
 - ❖ **Online Ticket Services** allows smaller organizations to run their ticket sales through the Tessitura database without the extra work. We save you money and time by setting up and selling your tickets online, tracking patron information and generating sales reports at no cost to you. We also give your show an extra marketing boost on phillytheatretix.com.
 - ❖ **Hospitality Ticketing** is a collaboration service with hotel concierges to promote tourist participation in Greater Philadelphia theatre. Participating theatres just need to put two tickets on hold for the Theatre Alliance for each performance they want us to offer. Meanwhile, we are lining up hotel concierge desks with log in accounts to our Hospitality Ticketing portal where they can purchase the tickets on behalf of their guest. If we sell your tickets, we will send you the revenue and ask for two more. If we don't sell them by two hours before the show, you can release them and sell them at your door. Participating shows also get an extra marketing kick on the Exploreboard, a new touch screen that is replacing brochure racks at area hotels. The screen allows visitors to browse through tourist destinations and local events, including your show when it's posted.
 - ❖ **MixTix** gives you the opportunity to collaborate with other member theatres around common production themes. Each MixTix package brings together related shows from different theatre companies to be sold collectively.

Participating companies offer a 20% discount to patrons who buy tickets for two or more shows in a MixTix package. This season we are offering a family theatre package sponsored by PECO titled *Smart Ideas from Around the World*, and a *New Play* MixTix that gives audiences a discount opportunity to “see it in Philly first!” Please let us know if you have a show to include in either of these MixTix offers.

- ❖ **Special Event Sales** provides a great alternative for organizations that may not need continual service. Just give us a block of tickets on consignment for your one-time special show or event, and you will get free advertisement for the event on the phillytheatretix.com as a feature item.
- ❖ **Gift Certificates & Access Certificates** allow patrons to share their passion for theatre. Participating theatres are listed on the Gift Certificate page on our website, and when a Gift Certificate is presented to your box office, it's the same as cash! Just send the used certificates to our office and we will send you a check in the full amount within one week! Sounds simple, and it is! It's also a great way to get new patrons to your theatre.
- Our **Audience Engagement Initiative** aims to make the Philly theatre brand accessible to more patrons and encourage theatre as a regular choice for the average individual's entertainment menu. The following programs serve to drive traffic to phillytheatretix.com as a centralized ticketing site for theatre, connecting theatre audiences with businesses that support the industry, and help our member theatres meet their goals for engaging new audiences for their theatres. With phillytheatretix.com currently attracting an average of 37,000 visits per month, you will want to make sure your theatre is featured through one of the following programs.
 - ❖ **Greater Philadelphia Theatre Ambassadors** is a circle of prominent Philadelphians dedicated to raising awareness of the scope and vitality of theatre throughout our region. By hosting networking receptions throughout the season, our Ambassadors are connecting featured theatres to influencers from various business sectors. Find out how to get your artists invited to be the guests of honor at our next Theatre Ambassadors event!
 - ❖ **Fill in the Blanks with Theatre!** The Theatre Alliance has branded the Philly Theatre Casting Couch as a traveling talk show to engage the general public in conversations about theatre. Your organization can participate by providing a venue or celebrity host, while also using the opportunity to advertise an upcoming show. PSA videos are created from interview clips and posted on phillytheatretix.com, YouTube and featured at the Barrymore Awards.
 - ❖ **On Stage** is the Theatre Alliance page published in the show programs of over 50 member theatre companies that advertises phillytheatretix.com and other special features. As a fair exchange, the participating theatres get featured listings in Openings and Closings, discount offers for co-operative

advertisements, and one Special Promotions e-blast to announce their ticket discount or special event.

- ❖ ***Openings and Closings*** is an e-blast sent every Monday, to over 7,000 patrons, listing shows that are holding their first public performance or closing that week. With our *Fill in the Blanks with Theatre* campaign collecting new emails each month, the list of potential new audience for your theatre keeps growing.
 - ❖ We offer ***Co-Op Advertising*** through media partners such as 6ABC, WXPB, Brandywine Radio, and CTM Media, the Theatre Alliance regularly promotes its members and sponsors to the general public throughout the Greater Philadelphia Region. Theatres participating in On Stage or PhillyTheatreTix are given featured access to Theatre Alliance sponsored ads at significantly reduced rates.
 - ❖ ***Special Promotions*** emails are sent twice a month, to announce discounts or exclusive access to shows and special events at member theatre companies.
- **Community & Partnership:** While there are many world-class theatre industries, there are few with the level of community and collaboration that can be found in Philly. To support the one-for-all disposition of Greater Philadelphia's theatre artists, the Theatre Alliance provides a number of ways for our member theatres to grow and prosper in collaboration with each other.
- ❖ ***Industry News Emails*** are sent as needed to artists and administrators in the Philadelphia theatre membership announcing opportunities, achievements and general information about our community.
 - ❖ The Theatre Alliance hosts a variety of ***Membership Convenings*** throughout the year for membership to share information and expertise around common issues and objectives.
 - ❖ ***Annual Auditions*** give member theatres a centralized opportunity to connect with local actors. The auditions are instrumental in helping our member theatres cast their shows for the upcoming season, while giving new actors in our market a meaningful opportunity to be seen.
 - ❖ ***The Barrymore Awards for Excellence in Theatre*** is a nationally recognized symbol of excellence for theatre in this region. Participation is limited to professional theatres which currently includes 51 of our members. A pool of 60 industry members serve as voters for this peer-mediated program. To find out if your theatre can participate contact Yvonne at 215-413-7150 ext. 1 or yvonne@theatrealliance.org