



# ARTSBOSTON MEMBER BENEFITS SUMMARY

September 1, 2015 – August 31, 2016

## Power of Collective

- ◀ Being a part of a community that is helping to ensure Greater Boston is nationally and internationally recognized as a hub of artistic and cultural excellence and innovation
- ◀ Updates from The Arts Factor, an ongoing initiative that uses data to demonstrate the impact that arts and culture has on Greater Boston
- ◀ Ongoing convening and peer-to-peer networking opportunities to share best practices and build a stronger community
- ◀ Subscription to ArtsBoston's Members Only monthly newsletter featuring news, upcoming events, and promotional opportunities
- ◀ Opportunities to offer and receive complimentary tickets to fellow member organizations' performances
- ◀ Special connections and marketing opportunities with the concierge and tourism community year-round

## Promote Your Events

- ◀ Inclusion in ArtsBoston's marketing promotions such as Mayor's Holiday Special and Get ARTventurous!, in partnership with major local media
- ◀ Ability to develop new audiences with BosTix discount ticketing programs in advance and day-of-show, with inclusion in BosTix website, email, and direct mail marketing
- ◀ Social media promotion on ArtsBoston's Facebook, Twitter, and Instagram
- ◀ Homepage and featured placement throughout ArtsBoston.org, with inclusion in ArtsBoston Top 10 Weekly Picks emails
- ◀ Discounted member rates for website, email, and premium outdoor advertising at BosTix Booths in Faneuil Hall Marketplace and Copley Square
- ◀ Reduced member rates for advertising with major local media outlets
- ◀ Invitations to represent organization at cultural events and interact with audiences firsthand

## Learn and Share Insights

- ◀ Discounted access to the ArtsBoston Audience Initiative, the leading tool for analyzing audiences and cultural participation
- ◀ Lead cultivation through access to patron names and information from BosTix
- ◀ Invitations to ArtsBoston member workshops including guest speakers, panel discussions on industry trends, and more
- ◀ Access to expertise of ArtsBoston leadership and staff as well as other member organizations
- ◀ ArtsBoston representation on behalf of member organizations at national conferences such as the International Ticketing Conference and National Arts Marketing Project

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