

AUDIENCE DEVELOPMENT SERVICE

For over ten years TheaterMania's Gold Club has been an efficient, reliable, and discreet audience development service, focused on delivering the right audience the right way. Our members are an exclusive and vibrant group of New York tastemakers and trendsetters, passionate for the arts and entertainment.

Through the Gold Club you can simply and strategically:

- Build buzz and create future audiences for productions in previews.
- Fill the house for critical and hard-to-sell performances.
- Energize your audience with enthusiastic and engaged members.
- Gain valuable marketing benefits from TheaterMania.
 - Social media activations & promotions
 - Website & email distribution
 - Customized Survey Data

THE GOLD CLUB IS DIFFERENT

- The Gold Club is a service of TheaterMania, but Gold Club members are a distinct group, separate from TheaterMania's web audience & email subscriber base. Gold Club members pay an annual fee for unique, VIP access to shows and events.
- Unlike other stand alone services, Gold Club can leverage the TheaterMania audience for additional promotions for your show.
- Gold Club members will make a great audience alongside your other ticket buyers.
- Participation in the Gold Club does not require you to provide an exclusive offer. We care about the success of your show, not about limiting your access to other audience development services.
- We enforce a strict policy of ethical behavior. Our members adhere to proper audience etiquette, customized ticket pick-up procedures, and always show up on time.

HOW DOES THE GOLD CLUB WORK?

1. You decide on which performance date(s) and the number of desired tickets to allocate to our members, available only through our password protected portal. Increase or decrease the allocation as you see fit anytime.
2. Contact the Gold Club staff with your event details and we will set up your ticket offer, instantly.
3. Receive a Who's Coming manifest via email 2-3 hours prior to showtime.

There are no costs to participate. Gold Club members pay a small processing fee per ticket to TheaterMania as part of the membership.