

Academy Gold Subscription & Single Ticket Upsell One Sheet

Talking Point: *"Would you like more information on how you can enjoy complimentary drinks and A Taste of Garces, and private Ballroom access while at your performance of [BWY show]? Great, let me tell you about this exclusive promotion being offered through the Academy Gold program!"*

What is the Academy Gold Subscription? Academy Gold is an exclusive membership program available to Broadway subscribers. With a \$500 donation, Academy Gold members receive a variety of exclusive benefits during select* Broadway shows at the Academy of Music. To learn more about the Academy Gold program and to become a member, online patrons can visit kimmelcenter.org/support/academygold

***Select shows and dates include:**

Bullets Over Broadway: October 27 – November 1

Matilda: November 17 -22

Pippin: February 23 – February 28

The Sound of Music: March 15 - 20

Beautiful: March 22 – 27

If/Then: June 21 – 26

This exclusive Academy Gold subscription includes the following benefits:

- Access to the Academy of Music Ballroom an hour before curtain and during intermission
- Private Broad Street Ballroom entrance
- Complimentary beverages and a Taste of Garces
- Early access to free coat check
- Complimentary souvenir program book
- Access to private restrooms
- 4 Complimentary guest passes
- Special dining discount at Garces Trading Company — Grab a bite before the show and enjoy 10% off your pre-performance purchase, valid when presenting your Academy Gold card and ticket to the show.

What is the Academy Gold Single ticket upsell? Broadway patrons can experience the Academy Gold VIP membership for one special night! Select shows/dates are the same as above. For an additional \$75 per order, upgraded ticket holders get a variety of exclusive benefits. The promotion gets you and your party into Academy Gold for one night only! Space is limited!

Academy Gold Single ticket upsell includes the following benefits:

- \$75 per order – only one ticket needed for the entire order to enter the ballroom.
- Upsell is offered to all patrons.
- Delivery method – all delivery methods are valid, including PAH.
- If a patron loses or misplaces their ticket, tickets can be reprinted.
- A copy of the ticket/pass is attached.
- If a patron asks where to go for this promotion, please let them know Academy Gold benefits can be redeemed prior to the show and during intermission in the Ballroom, located on the Balcony level.

Adding an Academy Gold Upsell to an order:

Academy Gold Upsells are built in Tess for each valid performance date and time. (Please note: the AG upsell is only for BWY subscription shows at the Academy – same list as above). Add the "Academy Gold" performance to your order (AOM Gold is the Price Type) and choose one seat/ticket. There is a ticket limit of 1 because the entire order will get access to Academy Gold.

On the web, when patrons are purchasing their BWY tickets, they will receive an upsell screen offering this promotion that they can add to their cart.