

Academy Gold – Single Ticket Upsell One Sheet

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

What is the Academy Gold Upsell? As a special opportunity, Academy Gold is opening up its doors to give Broadway patrons the chance to experience the VIP membership for one special night! Upgraded ticket holders get a variety of **exclusive benefits** for an additional \$50 per order. The promotion gets you and your party into Academy Gold for one night only! Space is limited!

Talking Point: *“Would you like more information on how you can enjoy complimentary drinks, premium concessions, 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!”*

This exclusive Academy Gold promotion includes:

- 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.

Academy Gold Details:

- \$50 per order – only one ticket needed for entire order.
- Upsell should be offered to all patrons.
- Delivery method – all delivery methods are valid, including PAH.
- If a patron loses or misplaces their ticket, you may reprint.
- 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 Academy Gold to an order:

Academy Gold is in Tessitura only for the performances it's valid for (you will notice this upsell is only for BWY subscription shows at the Academy). Simply add the “Academy Gold” performance to your order (AOM Gold is the Price Type) and choose one seat/ticket. The ticket limit is 1 because 1 pass will get the entire order into 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.