

## SPOTLIGHT SHOW OF THE MONTH PROGRAM



Receive valuable branding and marketing exposure in the New England Area with the Spotlight Show of the Month program.

### What does the Spotlight Show of the Month include?

#### EMAIL

Be the featured Spotlight Show in a dedicated email blast featuring your organization. This e-blast will be sent to TheaterMania's New England subscribers (**currently 86,000+**), promoting club membership.

#### FACEBOOK

A Facebook post promoting your public ticket sales retargeted to engaged subscribers from the email blast and then amplified to a customized lookalike audience.  
**(100,000 impressions and 1,000 engagements guaranteed)**

#### TWITTER

Your ticket selling promotion is then shared to TheaterMania's 70,000 plus Twitter followers as well as users who engaged with the initial email blast.

*In exchange for the above, you provide at least 20 vouchers (2 tickets each) for use in the email blast membership promotion.*

### What is the Spotlight Show of the Month process?

- After confirming your participation as a Spotlight show, provide the information requested to build both the email and social media promotion.
- We schedule dates, create a draft of the email blast and social promotions, and share with your organization for feedback and approval
- The campaign launches and runs for an entire month
- At the completion of the campaign, we send you a report of all engagements and impressions

PROMOTION	SPOTLIGHT SHOW	RESULTS
Email Blast Membership Promotion	<i>The Donkey Show</i>	Sent: 86,236 Open Rate: 12% Total Opens: 12,068 Total Clicks: 152
Ticket Selling FB Promotion	<i>On the Town</i>	Impressions: 402,204 Engagements: 1,904 Total Clicks: 1,128

**CASE STUDY EMAIL BLAST**



Tony Award-winner Diane Paulus's celebrated smash hit *The Donkey Show*, brings you the ultimate disco experience — a crazy circus of mirror balls, and feathered divas, of roller skaters and hustle queens inspired by Shakespeare's *A Midsummer Night's Dream*. Come party on the dance floor to all the 70s disco hits you know by heart as the show unfolds around you. After the show, the party continues into the night so you can live out your own fantasy of disco fever!

Join **THE GOLD CLUB** and see *The Donkey Show* on us!

Makes a Great Gift, Too!

Become a member of TheaterMania's exclusive theater and events club which has something for everyone all year long — theater, concerts, movie screenings, comedy, dance, sports, and much more! When you sign up for a yearly membership with this offer (just \$99 or \$169 per year!) you'll receive **TWO Dance Floor Tickets to The Donkey Show** at the A.R.T.'s Club OBERON, as a bonus for joining the Gold Club.

By joining with this offer your membership pays for itself and then keeps on giving.

**I want to join the Club and score 2 tickets to The Donkey Show**

  
  


\*Restrictions: Valid for ONE PAIR of tickets to The Donkey Show only with purchase of Standard 2 (\$99) or Premium 4 (\$169) membership levels. Offer valid only for brand new members. Tickets to The Donkey Show are subject to availability.

Email [goldclub@stagesource.org](mailto:goldclub@stagesource.org) for specific date availability.