



pARTner Membership & Marketing Program

TIERS & DUES*	VALUED \$90 - \$330	EXPANDED \$600	EXPANDED PLUS \$1,200	PREMIER \$3,000
VALUE	\$90 - \$330	\$855 - \$1095	\$1,620 - \$1,860	\$3,090 - \$3,330

***Basic Dues Based on Operating Budget:**

Under \$100,000 \$90	\$100K - \$250K \$180	\$250,001 - \$1M \$240	Over \$1M \$330
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See Reverse for Ticket Surcharge Program

pARTner eBLAST To pARTner Database of 30,000+ Contacts	À La Carte Additional Fee \$225 Per eBlast	2 Designated eBlasts/Year \$450 Value	4 Designated eBlasts/Year \$900 Value	8 Designated eBlasts/Year \$1,800 Value
WEBSITE PARTNER PROFILE	✓	✓	✓	✓
WEBSITE LISTINGS & PROMOTIONS	Unlimited	Unlimited	Unlimited	Unlimited
WEBSITE SPOTLIGHT	1/Year up to 2-Wk Run	4/Year \$240 Value	8/Year \$480 Value	15/Year \$900 Value
WEBSITE HOMEPAGE NEWS STORY	As New Member	1/Year \$50 Value	2/Year \$100 Value	4/Year \$200 Value
MONTHLY & WEEKLY eNEWSLETTERS	1 Listing Per Time Period	2 Listings Per Time Period	2 Listings Per Time Period	3 Listings Per Time Period
SOCIAL MEDIA	Minimum 1 Post/Month	Up to 2 Posts/Month plus \$25 "Boost Bucks"	Up to 3 Posts/Month plus \$50 "Boost Bucks"	Up to 4 Posts/Month plus \$100 "Boost Bucks"

À LA CARTE: Use the contact information below to learn about options beyond the benefits listed above.

PROMOTING

COLLABORATING

pARTner Membership & Marketing Program

CONNECTING

ADVOCATING

Be Our pARTner in the Arts. Leverage Your Benefits.

As a pARTner (at any level) with the Arts & Culture Collaborative, you benefit from our four pillars of service as we **promote**, **connect**, **collaborate** and **advocate** for the arts in 16 towns of the greater Waterbury Region and Naugatuck Valley.

The ACC links you to the wider arts sector and community, creates a synergy between members, and gives arts a voice in our region, at the state level with legislators, and locally with businesses and supporters.

Because promotion is a big part of optimizing the arts, we recognized your need to be able to customize your marketing services with the ACC; thus, the pARTner program was born in 2019. Our enhanced promotional and marketing offerings, outlined on the reverse side of this document, includes exclusive tiers for Expanded, Expanded Plus and Premier partners, as well as à la carte options for all pARTners. These options allow you to promote, connect and collaborate precisely how and when you choose!

Below is additional information about our ACC pARTner eBlast and ticket surcharge program, key components to taking your ACC investment to the next level.

ACC pARTner eBlast & Database

- The ACC manages a centralized email database for scheduled distribution of news/events, bringing your announcements to tens of thousands of contacts in an expanded market.
- All participating pARTners are able to provide their database for inclusion, following appropriate privacy guidelines and export/import formatting.
- À la carte eblasts, beyond those included in the benefits of a pARTner category, are available to exclusively promote a particular event, show or activity at \$225 each.
- All participating organizations are responsible for providing content and graphics and working with the ACC to design and format the eblast.
- Audience contacts and recipients of ACC pARTner database emails will have the option to opt out of centralized mailings while still remaining a part of your subscription base.

Ticket Surcharge

Our pARTner ticket surcharge program is the ultimate opportunity to show your patrons your support of the arts in our region beyond the accomplishments and offerings of your own organization.

A suggested 25-cent surcharge added to each ticket – or to each admission, class fee, etc. – sold by your organization can fund your revenue-sharing contribution of a minimum of \$600 for Expanded, \$1,200 for Expanded PLUS, or \$3,000 for Premier.

Additional ticket/admission/class surcharge fees collected beyond covering your minimum contribution can be remitted to the ACC on a quarterly basis to support overall services to the arts community.

@accwaterbury

