



Dia de los Muertos at Mesa Arts Center

VISIBILITY
PARTICIPATION
CONNECTION

Alliance for Audience exists to help Arizona's arts & cultural organizations work together to achieve critical **audience development** objectives that are beyond the capability of any organization to achieve alone:

- To elevate the public presence of the entire arts & cultural sector,
- To directly engage the participation of new audiences,
- To supply an infrastructure by which arts & cultural organizations can innovate and collaborate.

You can help, too! Your support of Alliance for Audience is an investment in the vitality and sustainability of Arizona's arts & cultural community and serves as an invitation to ALL of Arizona's residents and visitors to enjoy, appreciate and partake in all manner of arts & cultural experiences.

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as of April, 2011

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Alliance for Audience is a 501(c)(3) non-profit organization.



Alliance for Audience



Connecting **People, Arts & Culture**

Derrick Suwaima Davis (Hopi/Choctaw) captured his fifth World Hoop Dance championship in 2010 at the Heard Museum World Championship Hoop Dance Contest. (courtesy Heard Museum)

ShowUp.com
Calendar

Ticket
Marketplace

ShowUp for
Fun

Culture Pass

Arizona Arts
& Cultural
Census and
Community
Database



Scorpius Dance Theatre

ShowUp.com is *Arizona's Address for Arts & Culture*

THEATRE, MUSIC, DANCE, ART, FESTIVALS, CULINARY ARTS & CULTURAL ATTRACTIONS

Alliance for Audience created the ShowUp.com brand as an easy and compelling way for the public to discover the quality and variety of Arizona's arts & cultural offerings.

Promising to supply Arizona's first & only comprehensive calendar of arts & cultural events, the ShowUp.com website launched in November, 2004 and features over 5,000 event listings annually.



The events & activities of Alliance for Audience's member organizations rise to the highest level of visibility on the ShowUp.com calendar of events.

ALLIANCE FOR AUDIENCE SERVES:

- GREATER PHOENIX
- METRO TUCSON
- FLAGSTAFF
- PRESCOTT AREA

ALLIANCE FOR AUDIENCE FUNCTIONS LIKE A CONVENTION & VISITORS BUREAU FOR ARTS & CULTURE AS IT REPRESENTS THE EVENTS & ACTIVITIES OF MORE THAN 220 ARIZONA ARTS ORGANIZATIONS AND CULTURAL DESTINATIONS.

Audience Development is the collaborative function of cultivating and diversifying audience participation.

AN EFFORT NECESSARY TO ENDURE SHORT-TERM CHALLENGES AND TO ENSURE THE LONG-TERM VIABILITY OF ARIZONA'S ARTS & CULTURAL SECTOR

CULTURE PASS

Since its launch in 2009, more than 200,000 Phoenix-area residents have checked out a free museum-pass from one of 30 library branches in Phoenix, Tempe, Scottsdale, Chandler, Mesa and Glendale and used it to visit one of 15 local museums and attractions, including the Phoenix Zoo, Desert Botanical Garden, Phoenix Art Museum and Children's Museum of Phoenix. The value of distributed free admissions so far exceeds \$1.8 million.

TICKET MARKETPLACE

"An empty seat never recommended anything to anybody!" Alliance for Audience gathers and sells last-minute, discounted show tickets that attract audiences who would not otherwise attend while filling seats that would otherwise go empty. Since its launch in 2004, the Ticket Marketplace has generated over \$1.2 million in ticket sales.

SHOWUP FOR FUN

Companies large & small can provide their employees the benefit of exclusive access to specially discounted tickets. In addition, **every Arizona school teacher** enjoys access to this service via a partnership with the Arizona Department of Education and Arizona State University. New in 2011, Alliance for Audience will launch **ShowUp for Veterans**.



Gamelan at Musical Instrument Museum

ARIZONA ARTS & CULTURAL CENSUS AND COMMUNITY DATABASE

To better understand and influence the ecology of the arts & cultural sector and provoke new high-level thinking about how to increase participation beyond the short-term, Alliance for Audience launched (as of March, 2011) a secure and confidential means to analyze patterns of audience participation among Arizona arts & cultural organizations.

This *information asset* provides powerful analytical tools that enable arts & cultural organizations to become smarter and more effective in their own efforts while revealing areas of mutual need and opportunity in their service to all Arizona communities.

ENTREPRENEURIAL

"The Alliance for Audience is a great entrepreneurial idea born out of the Valley's growing cultural sector...this type of creative thinking sets a great example on how we can work together to make the most of our resources."

The Business Journal

COMPELLING

"Every time I see the ShowUp.com e-mail come I get so excited about what good times I will find ahead. I must have always had the impression theatre was too expensive. But now I get educated about shows and venues I had no idea even existed, and I'm motivated by prices I can afford. It's been a great way to spend time with my daughter and mother. We enjoy our show dates immensely."

LeeAnn S

VALUABLE

"Our relationship with Alliance for Audience is one of our most important partnerships netting the biggest return on investment. We can not think of any organization that does a better job of promoting the arts and culture in our community."

Joel M. Rinsema
Executive Director
Phoenix Chorale

