



Membership Form

Who is eligible for membership?

Alliance for Audience is a membership organization comprised of **arts and cultural organizations** serving the Greater Phoenix region.

The benefits of membership include:

Subject to change & enhancement.

- Preferred recognition of events and activities in an on-line calendar of arts and cultural events;
- Authority to sell discounted tickets via on-line sales;
- Ability to participate in a regional arts & culture passport, the ShowUp Now Pass;
- Ability utilize full price ticketing software and utilities
- Ability to participate in a program extending; ShowUp.com provided benefits to companies and their employees;
- Invitations to participate in collaborative advertising campaigns and creative marketing initiatives;
- Involvement in committees and task-forces related to guiding the future direction of this collaboration.

A spirit of INVOLVEMENT and OWNERSHIP!

Alliance for Audience represents an innovative marketing collaboration among numerous organizations. While different organizations may (or may not) desire to participate in each aspect of these services, each member organization is encouraged to consider how it will help advance mutually-shared audience development goals, such as:

- Providing comprehensive and timely information of events and activities for the web calendar;
- Supplying some quantity of discount tickets for sale;
- Include collaborative advertising messages in performance programs, distributing flyers and providing a reciprocal web link from your website;
- Involve your staff and/or volunteers in leadership committees and collaborative marketing activities;
- Commit to an on-going process of learning about audience participation, with a willingness to share information for research and evaluation purposes.

ANNUAL MEMBERSHIP

Non-Profit Membership *Based on annual ticket sales*

• \$1 million and over	\$ 1,500
• \$500,000 and over	\$ 500
• \$100,000 and over	\$ 250
• \$50,000 and over	\$ 100
• Under \$50,000	\$ 45

For-Profit Membership *Based on annual ticket sales*

• \$1 million and over	\$ 3,000
• \$500,000 and over	\$ 1,000
• \$100,000 and over	\$ 500
• \$50,000 and over	\$ 200
• Under \$50,000	\$ 90

Art Gallery Membership

• Non-Profit	\$ 125
• For-Profit	\$ 250

Art Galleries are not eligible to participate in the ShowUp Now Pass program.

Strategic Partners – Businesses are invited to show their support for the collaborative audience-development efforts of the Greater Phoenix region's arts & cultural organizations and receive a special appreciation in Alliance for Audience's promotional materials.

\$ 250

Strategic Partners are not eligible to sell discounted tickets.

Membership Total: \$ _____

**Check or Money Order Payable to:
Alliance for Audience**

Please send membership dues to:

Alliance for Audience,
13416 N. 32nd Street
Suite 106
Phoenix, AZ 85032

MEMBERSHIP INFORMATION *(please print and fill out completely.)*

Organization Name: _____

Present Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: () _____ **FAX:** () _____

Web Address: _____

Lead Contact Name: _____ **Title:** _____

Direct Phone: () _____ **Email:** _____

Address (if different from above): _____

City: _____ **State:** _____ **Zip Code:** _____

Fiscal year starts: _____ **Annual Ticket Sales Dollar Amount: \$** _____ **Membership Fee Enclosed: \$** _____ **Bill Me:** _____

For internal use only:
Received: _____ Amount: _____ Membership No.: _____