

AN EVEN MORE REWARDING WAY TO ENJOY THEATER!

Wouldn't it be nice if you could get rewarded for every dollar spent at the theater – just like frequent travelers do for airline tickets, hotels and car rentals? Now you can, thanks to a brand new theater loyalty program, rolling out around the country, called Audience Rewards®.

Audience Rewards® launches in Charlotte in February/March, and Blumenthal Performing Arts Center fans will have the opportunity to earn ShowPoints for every ticket purchased on participating attractions. ShowPoints can be redeemed for free tickets and more. Named “The Official Loyalty Program of Broadway,” Audience Rewards® has already attracted more than 100,000 members since its New York debut last summer. The first and only loyalty program of its kind, Audience Rewards® was created through an unprecedented partnership between Broadway theater owners and performing arts centers throughout the U.S.

“We're thrilled to be one of the first performing arts centers in the country to participate in Audience Rewards®,” says Center President Tom Gabbard. “We truly appreciate the continued support of our loyal theatergoers and this program is a terrific way for folks to get additional value from the dollars they already spend on entertainment.”

The program is easy to join and free. Simply log on to AudienceRewards.com to register. Once you have your ID and password, you are ready to start earning ShowPoints on theater-related purchases and gaining access

to special members-only benefits. Be sure to keep your ID and password handy so that you can refer to them when placing new ticket orders.

As a general rule, ticket purchases on valid shows earn two ShowPoints per dollar spent. Locally, Audience Rewards® members can start earning ShowPoints on touring Broadway shows, as well as other attractions coming to the Center. Look out for other ways to earn ShowPoints through special promotions, email offers, and extra reward incentives for subscribers. ShowPoints can even be earned through theater trivia contests on AudienceRewards.com! ShowPoints can then be redeemed on future productions at the Blumenthal Performing Arts Center, Broadway or off-Broadway shows in New York, or other shows around the country. They can also be used to purchase show merchandise like limited edition

collectibles, t-shirts, posters or cast recordings.

Soon, members will also be able to earn ShowPoints by making purchases at participating restaurants and other local merchants. And that's not all. Eventually, Audience Rewards® hopes to create ways for members to convert their points from other loyalty programs for use on theater ticket and merchandise purchases. (That means all of those soon-to-expire airline miles will actually go to good use!)

“Part of what makes this program so exciting is the more members it attracts, the more opportunities will open up for participants to earn and redeem ShowPoints,” says Gabbard. “I encourage anyone who enjoys the theater to sign up for this free program. Also, be sure to ask if your purchase will go toward Audience Rewards® whenever and wherever you buy tickets to live theatrical events.”

JOIN AN AFFINITY GROUP!

Center affinity groups are designed to increase participation and give arts fans the opportunity to interact with others that share their interests. They're a great way to get involved in the arts and are absolutely FREE! Members enjoy perks such as ticket discounts, advance sales opportunities, and pre- and post-show parties with FREE hors d'oeuvres and drinks at select performances. Check out BlumenthalCenter.org for information on all the groups or see below for how to join.



Club Blume, the Center's award-winning program for arts fans in their 20s and 30s. To join and find out more about future events, visit ClubBlume.com or call (704) 348-5806.



The Blumenthal Performing Arts Center's fun group for Educators! To join, send your name and email address to teacherslounge@ncbpac.org or visit blumenthalcenter.org/teacherslounge for upcoming events.



Out on the Town is the Center's gay and lesbian social club. To sign up, send your name, address and email address to outonthetown@ncbpac.org.



CharlotteLive! is the Center's group for students. To join, send your name and email address to charlottelive@ncbpac.org.

INAUGURAL ONLINE AUCTION IS A SUCCESS!

Thanks to twenty-eight winners from across the nation, the Online Auction raised over \$10,000 in support of the Center's arts and education programs. For two weeks in November visitors to the auction bid on fabulous items including an amazing five-day vacation in the Mexican Caribbean, prime seats at a Carolina Panthers game, stunning jewelry from Diamonds Direct and much more! Plans for a second online auction in spring 2009 are underway! Visit www.blumenthalcenter.cmarket.com for details.