

FREE! SINGLE TICKET MARKETING ANALYSIS

Single tickets have supplanted multi-show packages as the #1 driver of earned income at performing arts organizations. Lower ROI than ticket packages, late buying habits, and less reliable income overall mean that, now more than ever, organizations need to plan and execute brilliantly to maximize sales for individual events and programs.

Sweibel Arts is offering to conduct a **free analysis** of your organization's single ticket marketing program.

- We'll gather information on a range of topics including: historical data; budgeting; goal setting; brand activation; advertising, promotions; content creation; processes and documentation; measurement and review; and more.
- We'll synthesize our findings with prioritized recommendations your organization can implement.

If you find it helpful, Sweibel Arts can deliver a proposal to provide implementation and support that fits your needs and budget.

Our crew has developed single ticket marketing plans for shows and events that have broken house records for American Conservatory Theater, Barrington Stage Company, Berkeley Repertory Theater, Chamber Dance Project, Cleveland Play House, Rochester Philharmonic Orchestra, Santa Fe Chamber Music Festival, Shakespeare Theatre Company, TheatreWorks Silicon Valley, and many others.

Contact us today to see if your organization qualifies:
(646) 559-0149 or info@sweibelarts.com



Hello, I'm Robert Sweibel.

Our crew of consultants has decades of success working at arts nonprofits across America. We apply field-tested expertise and data-driven insights to navigate to new horizons. We'd love to help you.

LET'S CONNECT!

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