



2025 GALA PR BRIEF

PUR5107 FINAL PROJECT



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COURSE INFORMATION

Project completed by
Toni Marie Perilli for
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OVERVIEW

New York City Center is New York’s center for the arts, committed to welcoming the broadest audience possible to dance and musical theatre (New York City Center, n.d.). Since 1943, City Center has committed itself to curiosity, collaboration, accessibility, and inclusivity to create a space of cultural development, arts education, and community engagement. In addition to multi-genre residences, the Fall for Dance Festival, Tony-honored Encores! series, and artist-curated Artists at the Center series welcome today's stars to the same stage where arts legends have made their mark for decades (New York City Center, n.d.). This work is supported through memberships, corporate partnerships, donations, and an annual gala.

The annual gala kicks off the Encores! season with a celebratory evening at the Ziegfeld Ballroom following a performance of the gala presentation. While guests enjoy dinner and dancing, theatre icons are awarded, and funds raised keep City Center’s culture-shaping performances accessible to everyone.

Now, City Center’s mission of keeping live performance accessible is more vital than ever. In recent months, National Endowment for the Arts (NEA) grants have been cancelled from hundreds of institutions, drastically increasing demand for independent funding and corporate partnerships. This impact has been felt especially in New York, as nearly \$9 million in funding was granted across the state in fall 2024 (Maldonado, 2025). New York City is the creative epicenter of the country, and the arts are a defining sector, contributing “to the city’s economy, its vibrancy, diversity, and overall quality of life” (Lander, 2024). City Center’s contributions to new works and maintaining underproduced legacy works play a key role in New York’s arts community.

New York City Center aims to continue supporting New York City’s creative economy and provide a platform for great artists and their works, but it requires the support provided through its annual gala. With the 2025 gala production of cult-classic *Bat Boy: The Musical*, City Center will target potential corporate partners, individual donors, and members likely to provide meaningful financial contributions. City Center will also fulfill its mission of welcoming new audiences who can support via ticket sales. This campaign will bolster awareness for City Center’s programs while promoting the significance of NYC’s creative economy.

GOALS

PROMOTE THE RELEVANCE AND SIGNIFICANCE OF NYC'S CREATIVE ECONOMY

- Reach new, relevant audiences and re-engage casual, less loyal existing audiences through features, news stories, and other “buzz.” A **25% increase in relevant media mentions** during the campaign reflects buzz beyond our traditional and existing media relationships.
- Elevate knowledge of how City Center directly and positively contributes to NYC's creative economy and vibrant culture through a **15% increase in web traffic** to our mission, community engagement, and culture guide web pages.
- Counteract the adverse effects of recent funding cuts and the stigma surrounding arts funding by securing **two new NYC-based corporate partners** with creative-based philanthropy or grants programs, which can also serve as partners in the positive effects of NYC's creative economy and City Center's programs.

INCREASE AWARENESS OF NYCC AND ITS PROGRAMS

- Grow long-term audience loyalty and investment in all City Center initiatives by **increasing total memberships by 10%** across all tiers.
- Expand City Center outreach and presence through education and community programs, reflected in a **15% community engagement inquiry boost**.
- Broaden awareness for accessible ticketing initiatives and encourage attendance from younger generations who might view theatregoing as unattainable, reflected in a **5% increase in Access Club registrations**.

DRIVE ATTENDANCE AND REVENUE FOR THE *BAT BOY* GALA PRODUCTION

- Welcome new and returning audiences by reaching **85% capacity for the run of *Bat Boy*** (approximately 1,800 seats per show, 25,200 total), and **90% capacity for Gala ticket and table seating**, reflecting average “healthy” capacities for these types of productions and what is generally considered profitable in the industry.
- Encourage broader audience and community engagement by tapping into individual giving and raising **\$20,000 in donations** from non-attendees.
- Secure interest and revenue in upcoming productions by **increasing Encores! 2026 subscription sales by 20%**, simultaneously demonstrating an uptick in audience loyalty.



KEY PERFORMANCE INDICATORS

PRESS & MEDIA

- +25% media mentions
- +30% impressions
- +10% share of voice
- +5% positive sentiment

SOCIAL MEDIA

- +25% media mentions
- +30% impressions
- +10% share of voice
- +5% positive sentiment

DIRECT MAIL

- 30% QR code scan rate
- 12% landing page visits
- 200+ promotional codes used

LIVE COVERAGE

- 10,000 unique views
- 200+ peak concurrent viewers
- 2+ engagements per minute
- 90% positive sentiment

WEB

- +15% views
- +15% visits
- +5% clicks
- +5% conversion rate
- +20% session duration

EMAIL

- +10% email open rate
- +5% email click rate
- +3% CTA conversion rate

INFLUENCER PARTNERSHIPS

- 50,000+ views
- 6% engagement rate
- 2% conversion rate
- 90% positive sentiment

AFFILIATE PARTNERSHIPS

- \$20,000 in funds
- 200+ volunteer hours
- 2+ new corporate partnerships

PRINT

- 1,000+ QR scans
- 3% conversions

KEY MESSAGING

SEE THE STARS OF TODAY. SUPPORT THE STARS OF TOMORROW.

In every pre-performance announcement, stage and screen actor Michael Urie welcomes guests to the stage where industry greats made their mark, and the stars of today shine. New York City Center welcomes its audiences and friends to feel their active part in shaping our institution's legacy and the greater arts culture. Our productions are reliant on audience support, both financial and emotional.

THE QUINTUPLE THREAT

New York City Center is one of the few NYC venues hosting dance, theatre, and music in tandem, all under one roof. City Center's impact on the arts continues to expand as it hosts art exhibitions and studio programs. Since 1943, City Center has played a key role in shaping New York's arts and culture, and today, we continue to honor that legacy by supporting accessible arts across all disciplines, bringing together audiences from all five boroughs.

SHINING THE SPOTLIGHT BEYOND CENTER STAGE

New York City Center performances are life-changing, but our most impactful work happens beyond the theatre. Our education and community programs bring the power of the arts to schools, nonprofits, and other groups across the region. From in-school workshops to the Activism Lab, we empower communities of all ages and backgrounds through the arts.



TARGET AUDIENCES

NYC-BASED CORPORATIONS WITH PHILANTHROPY PROGRAMS

New York State is home to over 360 corporate foundations, with nearly 300 based in New York City. These organizations manage billions of dollars in assets and distribute significant portions annually (CauseIQ, n.d.). New York is also home to approximately 50 Fortune 500 companies, more than half offering employee donation-matching initiatives (Weinger, n.d.). This audience base presents many corporate partnerships, giving, and support opportunities.

INDIVIDUAL DONORS

Sixty-seven percent of all contributions come from individual giving, which amounted to an estimated \$326.87 billion in 2021 (GivingUSA, n.d.). Nearly 70% of individual donors cite personal values or beliefs influence where they give (Merrill Lynch, 2023), with 22% of younger donors prioritizing cultural and artistic conservation and creation (Bank of America, 2024). Women tend to be the most impactful in philanthropic decision-making and are more likely to contribute time to causes they care about (McGrath, 2023). Men are twice as likely to get involved because of their partner (Bank of America, 2024). High-net-worth individuals are driven to give to create a lasting impact, and many aim to create a philanthropic legacy (Bank of America, 2024). Lasting impact, however, is not limited to high-net-worth individuals.

THEATRE COMMUNITY MEMBERS

Twenty-one percent of Broadway attendees reside in NYC, 13% were from the surrounding suburbs, 45% were from other parts of the U.S., and 21% were international visitors. Sixty-five percent of the audience identified as women, and 28% of attendees identified as BIPOC. The average age of theatergoers was 42; of those over 25, 84% had completed college, and 44% had earned a graduate degree (Wild, 2025). Notably, 6% of theatergoers see 15 or more performances per year, but this group accounted for more than 35% of ticket sales. Personal recommendations were the leading factor in show choice (Culwell-Block, 2025). As a leading off-Broadway venue with productions featuring prominent Broadway stars, New York City Center's audience aligns most closely with the small but powerful group of frequent theatergoers. Targeting the theatergoing minority and theater-curious population will align with City Center's mission and Access Club initiatives, while also boosting ticket sales and word-of-mouth referrals.

AUDIENCE PERSONAS

MARIANNE MERCIER, ON BEHALF OF LVMH

Marianne Mercier, 53, works on LVMH's North American philanthropic initiatives. While LVMH is headquartered in France, many of its brands are headquartered in New York, including Tiffany & Co. Specifically representing the art, culture, and education program, Marianne receives thousands of appeals for support and partnership from nonprofits based across the United States, Canada, and Mexico annually. As she reviews applications and submissions, she is primarily looking to approve initiatives that align with LVMH's mission and history, fulfill the philanthropic initiative's goal of "preserving, enriching and passing on historic and artistic heritage" (LVMH, n.d.), and would have the greatest impact as a result of the gift provided. She is partial to causes that highlight the excellence of French culture and innovation worldwide, as well as programs that LVMH employees can directly support through means such as volunteerism.

BOB AND NANCY ABRAMS

Bob Abrams, 84, and Nancy Abrams, 82, have been married for 54 years. They are retirees living in Greenwich, Connecticut, but are self-proclaimed snowbirds who own a second residence in Fort Lauderdale, Florida. The Abrams have amassed a large sum of wealth from their corporate finance and investment banking careers, but wish to see their estate go to good use before they pass. Nancy, in particular, has always been very philanthropic, but they both served on the boards of nonprofits throughout the NYC metro area during their careers. Being well-connected in the nonprofit sector, the Abrams have many causes they could support. However, they are partial to cultural organizations as they feel that a strong arts and culture presence benefits a healthy society and has the most widespread and long-term impact.

DYLAN STEINBECK

Dylan, 27, is a lifelong New Yorker and an avid theatergoer. He works as a music teacher in downtown Manhattan, living in Queens with three roommates. Dylan sees as many shows as possible on his limited budget, but relies on accessible ticketing initiatives and house tickets from his friends working in the industry. As a music teacher, he is most passionate about arts education and wishes he could donate more. Still, he volunteers frequently with arts and education nonprofits to show his support. He always seeks new ways to bring New York City's culture and artistic community into his classroom.

TACTICS

PRESS RELEASES & MEDIA KITS

Form targeted media lists for each audience segment and distribute curated messaging and visuals about *Bat Boy* and City Center community initiatives. Track coverage, impressions, sentiment, and share of voice with Meltwater, Cision, or other comparable tools.

SOCIAL MEDIA VIDEO SERIES

Release a series of short-form, vertical videos from rehearsals and behind-the-scenes footage to social media platforms to stir excitement for the production and gala event. Supplement with footage from production-related community and education initiatives, such as in-school workshops, to demonstrate greater organizational impact. Track views, engagements, shares, and follower growth with Sprout or similar, or native analytics tools.

WEB LANDING PAGES

Develop a collection of gala-specific landing pages for various intended marketing funnels for continuity of messaging and alignment with audience interests. Track visits, views, clicks, conversions, and session duration with Google Analytics and Siteimprove or similar.

EMAIL CAMPAIGN

Draft targeted messaging for each audience segment, encouraging giving to City Center and attending *Bat Boy* production, or providing continued support to previous attendees and supporters. Include a call-to-action to one of several audience-specific landing pages. Will work in tandem with the direct mail campaign, with formats selected based on audience segment preferences. Track opens, clicks, and conversions in CRM and email software.

DIRECT MAIL CAMPAIGN

Design postcards to mail to current and previous City Center members, donors, and frequent show attendees. Develop variants targeted to each segment's intended call-to-action and preferences, such as an inclination towards musical theatre or dance shows. Will work in tandem with the email campaign, with formats selected based on audience segment preferences. Track conversions with promotional codes and QR codes.

INFLUENCER PARTNERSHIPS

Partner with prominent influencers with audiences in the New York City metro area in the theatre, culture, travel, education, and philanthropy niches. Provide messaging guidelines, show comp tickets, private rehearsal or community program invites, and individualized tracking links. Identify influencers with Klear or similar, and track campaign completion, views, engagements, conversions, and sentiments with GRIN or similar.

AFFILIATE CAMPAIGN

Collaborate with corporate and foundation partners to encourage individual giving. Provide incentives for organizations, such as donation matching or special event access, to reach volunteer time and fundraising goals. Track progress with internal development software.

LIVE COVERAGE

Live stream the gala red carpet and live upload from press and media day rehearsals to engage long-distance fans and supporters. Track views, view duration, engagements, and response sentiment using native live platforms, including YouTube and Meta.

PRINT SUPPLEMENTS

Place brochures and booklets about the gala and production in the box office lobby. Add single-page inserts into prior production programs. Leverage QR codes leading to designated landing pages. Track QR code usage and landing page conversions with web platforms.

CONTENT

New York City Center Announces “Bat Boy: The Musical” as 2025 Gala Production

The production features new songs by the show’s original creators and benefits City Center’s continued arts accessibility efforts.

NEW YORK – *Bat Boy: The Musical* returns to New York City after its 2001 Off-Broadway debut with expanded orchestrations, new songs by the original creators, Broadway fan-favorite stars, and a direct impact on City Center’s arts education and accessibility initiatives. This new production features Tony nominee Taylor Trensch (*Floyd Collins*), Kerry Butler (*Heathers The Musical*), Andrew Durand (*Dead Outlaw*), Alex Newell (*Shucked*), Christopher Sieber (*Death Becomes Her*), Marissa Jaret Winokur (*Hairspray*), and more, with direction by Alex Timbers (*Just In Time, Moulin Rouge!*).

Bat Boy: The Musical opens on Oct. 29 with a benefit performance and a gala dinner at the neighboring Ziegfeld Ballroom. The production continues to play at the New York City Center mainstage until Nov. 9, with ticket sales benefitting City Center’s work in fulfilling its mission of keeping world-class arts accessible to all New Yorkers. Access Club tickets are available for \$28 for attendees under 40. ASL interpretation will be available at the Thursday, Nov. 6 evening performance.

New York City Center is New York’s center for the arts, bringing the most extraordinary talents in dance, theatre, music, and art under one roof in Midtown Manhattan. As the city’s first performing arts center, City Center holds a distinct legacy of notable contributions to NYC’s thriving cultural economy. Audiences expect world-class performances through renowned dance performances and festivals, the Tony-nominated Encores! series, and guest performances from internationally acclaimed artists. Committed to keeping the arts accessible for all New Yorkers, City Center hosts art exhibitions, studio programs, and education and community partnerships serving thousands of New York City students, educators, families, and nonprofit group members annually. [NYCityCenter.org](https://nycitycenter.org).

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PRESS RELEASE

Earned Media | Distributed to Broad Media List with Story Splitting

“Bat Boy” Comes Home to New York City’s Home for the Arts

Cult-classic dark comedy *Bat Boy: The Musical* comes home to New York City after its Off-Broadway debut in 2001 with expanded orchestrations, new songs by the original creators, Broadway fan-favorite stars, and a direct impact on City Center’s arts education and accessibility for all New Yorkers.

Bat Boy: The Musical opens on Oct. 29 with a benefit performance and a gala dinner at the neighboring Ziegfeld Ballroom. The production continues to play at the New York City Center mainstage until Nov. 9, with ticket sales benefitting City Center’s mission and work in keeping world-class arts accessible to all New Yorkers.

At the Center of the Arts, Throughout the Five Boroughs

New York City is a cultural beacon with thousands of plays, musicals, concerts, readings, and art exhibitions to boast annually. Audiences can find great art in every neighborhood, but only one organization brings the biggest names in theatre, dance, and art together under one roof for audiences from all walks of life. New York City Center is at the center of the arts with its home in Midtown Manhattan and a reach stretching into every corner of all five boroughs and beyond. It boasts dozens of programs committed to arts education and cultural accessibility, including underproduced musical revivals through the Encores! series and international dance festivals. City Center’s work celebrates New York City’s cultural excellence, and now, audiences can celebrate City Center while securing the future of the next generation of arts.

At a time when the significance of the arts is questioned and national funding for cultural programs has been significantly reduced, it has never been more critical to support the survival and long-term legacy of the arts. The New York City Comptroller’s office cites the arts as a defining economic sector that benefits the overall quality of life for millions of New Yorkers. Many New Yorkers do not feel they have the means to contribute to the arts. However, it has never been easier.

See the Stars of Today. Support the Stars of Tomorrow.

By attending New York City Center performances, audiences see the stars of today while playing an active role in supporting the stars of tomorrow. The 2025 gala performance of *Bat Boy: The Musical* features Tony nominee Taylor Trensch (*Floyd Collins*), Kerry Butler (*Heathers The Musical*), Andrew Durand (*Dead Outlaw*), Alex Newell (*Shucked*), Christopher Sieber (*Death Becomes Her*), and Marissa Jaret Winokur (*Hairspray*) and more with direction by Alex Timbers (*Just In Time, Moulin Rouge!*).

The production runs from Oct. 29 to Nov. 9 at the New York City Center mainstage. Following the first performance on Oct. 29, *Bat Boy: The Musical* celebrates its opening and City Center’s legacy with an evening of dinner and dancing at the historic Ziegfeld Ballroom. All funds raised help City Center keep its life-changing performances accessible.

Tickets for *Bat Boy: The Musical* and the 2025 Annual Gala are now available at nycitycenter.org. Gala packages start at \$2,500. Patrons 40 and younger can enjoy \$28 tickets to all City Center productions through the Access Club. Current students can purchase same-day tickets at the box office for \$23 with a current, photo student ID for select performances. Can’t make it to *Bat Boy: The Musical*? Consider a membership, starting at \$100, or a tax-deductible donation.

For more information about *Bat Boy: The Musical*, the 2025 annual gala, or New York City Center programs, visit City Center online at nycitycenter.org, in-person at 131 W 55th St, Manhattan, NY, or over the phone at (212) 581-1212.

NEWSROOM / BLOG POST

Owned Media | Released on City Center Website

Exclusive Story: Kerry Butler Back in “Bat Boy”

From: New York City Center

To: [Selected Journalist]

Dear [Journalist],

Your readers might be interested in Kerry Butler’s recent casting in *Bat Boy: The Musical* at New York City Center, where she’ll be reuniting with her *Heathers* and *Bat Boy* original team.

Butler originated the role of Shelley with the 2001 off-Broadway cast of *Bat Boy*. Since then, she’s carved out a career in cult-classic musicals, including *Hairspray*, *Beetlejuice*, and *Heathers the Musical*. She will now return as Meredith Parker, Shelley’s mother.

This is especially notable as Butler produced and starred in *Mama, I’m a Big Girl Now* last winter at New World Stages, in which she spoke deeply about her journey with her career and motherhood alongside original *Hairspray* co-stars Marissa Janet Winkour and Laura Bell Bundy. Winkour will be joining Butler in *Bat Boy* as Mrs. Taylor.

The New York City Center Encores! production also brings back original creative team members Laurence O’Keefe (*Legally Blonde: The Musical*) and Ben Green (*Heathers the Musical*) to debut new songs, a revised book, and expanded orchestrations. O’Keefe and Green also worked on *Heathers the Musical*, which returned to New World Stages earlier this year and features Butler as Ms. Fleming and Veronica’s Mom.

Butler, Winkour, O’Keefe, and Green are available for interviews, and I’d be happy to set up a time for you to speak. Additionally, rehearsals start in the next few weeks, so I can share photos and videos of the Butler and her colleagues in the studio as soon as they’re available.

Sincerely,
[Press Contact]

QUERY LETTER

Earned Media | Distributed to Select Entertainment Journalists

We are so excited for another spectacular gala production! This year, we are proud to announce we’re partnering with original creators Keythe Farley, Brian Flemming, Laurence O’Keefe, and Ben Green for an updated production of *Bat Boy: The Musical*. Please find relevant production and gala information below.

Confidentiality

Consistent with previous productions, all casting and production announcements are strictly confidential until announced publicly via official channels, including our website and social media pages. You will receive regular emails when these announcements go live. Only approved spokespeople may speak to the media on behalf of City Center.

Production Information

Bat Boy: The Musical runs Oct. 29 to Nov. 9, 2025, at the New York City Center mainstage. This production is recommended for ages 13+ and contains depictions of violence, sexual acts, and the sound of gunshots. Tickets begin at \$45. Access Club and Group Sales are eligible. School group visit dates and times TBA.

Week One Times | Oct. 29 – Nov 2., 2025

Wed 6 p.m. (Gala performance)
Thu & Fri 7:30 p.m.
Sat 2 & 7:30 p.m.
Sun 2 & 7 p.m.

Week Two Times | Nov. 4 – 9, 2025

Tue – Fri 7:30 p.m.
*ASL Interpretation available Thu 7:30 p.m.
*Community Night Fri 7:30 p.m. (Silent Disco Dance Party)
Sat 2 & 7:30 p.m.
Sun 2 p.m.

Gala Information

Following *Bat Boy: The Musical*’s opening night on Oct. 29 at 6 p.m., we are hosting dinner and dancing at the Ziegfeld Ballroom (directly across the street). Bee Carrozzini of ATG Entertainment will be honored. All funds raised go towards keeping City Center’s life-changing performances accessible for all New Yorkers.

Relevant Contacts

As a refresher, we’re including the contact information below if you have additional questions. If patrons would like to learn more about the gala, please refer them to the house manager booth, located on the first floor near the house right stairwell to the Grand Tier.

Ticketing, Group Sales, Theater Accessibility: Info@NYCityCenter.org
Memberships: Membership@NYCityCenter.org
Gala Information: SpecialEvents@NYCityCenter.org
Education & Community Engagement: Education@NYCityCenter.org
Neighborhood Benefits Program: TRegan@NYCityCenter.org
Press Inquiries: SGarcia@NYCityCenter.org / JGuttridge@NYCityCenter.org

HOUSE STAFF MEMO

Internal Communications

Campaign Overview

Bat Boy: The Musical returns to the Big Apple after its Off-Broadway debut in 2001 with expanded orchestrations, new songs by the original creators, and ticket sales benefitting City Center’s legacy of keeping world-class arts accessible to all New Yorkers. You’ll receive two tickets to see *Bat Boy: The Musical* at a mutually agreed-upon date and time, in exchange for content promoting the show, the Encores! series, and New York City Center’s community-focused programs. *Bat Boy* runs Oct. 29 to Nov. 9, 2025, at the City Center mainstage.

Objectives

- 1.Generate awareness for New York City Center, *Bat Boy: The Musical* gala production, and Encores! series
- 2.Boost ticket sales for *Bat Boy: The Musical* and subscription sales for Encores! 2026

Your Deliverables

- 1.One teaser story slide, featuring content from our provided pack
- 2.One 10-60 second short-form video, posted to Instagram and TikTok, about your experience going to see *Bat Boy: The Musical*
- 3.A minimum of three Instagram and TikTok story slides from inside the theatre
- 4.One photo carousel on Instagram with photos of your attendance

Key Messaging

See the Stars of Today. Support the Stars of Tomorrow.: New York City Center welcomes its audiences and friends to feel their active part in shaping our institution’s legacy and the greater arts culture. Our productions are reliant on audience support, both financial and emotional. By attending New York City Center performances, audiences see the stars of today while playing an active role in supporting the stars of tomorrow.

The Quintuple Threat: New York City Center is one of the few NYC venues hosting dance, theatre, and music under one roof. NYCC’s impact on the arts continues to expand as it hosts art exhibitions and studio programs. Since 1943, City Center has played a key role in shaping New York’s arts and culture, and today, we continue to honor that legacy by supporting accessible arts across all disciplines, bringing together audiences from all five boroughs.

Shining the Spotlight Beyond Center Stage: New York City Center performances are life-changing, but our most impactful work happens beyond the theatre. Our education and community programs bring the power of the arts to schools, nonprofits, and other groups across the region. From in-school workshops to the Artivism Lab, we empower communities of all ages and backgrounds through the arts.

Important Notes

- You MUST tag @nycitycenter, include New York City Center as the location, and include #NYCCBatBoy in all campaign posts
- You MUST disclose that you were hosted
- Refer to us as “New York City Center,” “City Center,” or “NY City Center” only
- Refer to the show as “Bat Boy: The Musical” or “Bat Boy” only
- You may NOT film or post any clips of a live performance, except for the curtain call
- Please remind audiences that more Encores! performances will be available in the spring; subscriptions are on sale now for all three shows and offer the lowest pricing, plus one free exchange per show

Campaign Overview

Bat Boy: The Musical returns to the Big Apple after its Off-Broadway debut in 2001 with expanded orchestrations, new songs by the original creators, and ticket sales benefitting City Center’s legacy of keeping world-class arts accessible to all New Yorkers. We’re honored to partner with your organization to secure the future of our essential arts, education, and community programs through financial and volunteer contributions. *Bat Boy* runs Oct. 29 to Nov. 9, 2025, at the City Center mainstage.

Incentives from City Center

- 1.Access to exclusive digital content from rehearsals and workshops
- 2.Discounts on tickets and memberships for upcoming productions
- 3.Invite to the affiliate “thank you” social hour, before a performance of *Bat Boy: The Musical*
- 4.Complimentary backstage tour and invited dress rehearsal tickets for the top 20 donors across all organizations
- 5.Complimentary invited dress rehearsal tickets for an additional 10 randomly selected donors

Recommended Incentives from Your Organization

- 1.Dollar-for-dollar donation matching
- 2.Paid volunteer time off for one of our community partnership programs
- 3.Team bonding excursion to volunteer at one of our community partnership programs

Sample Messaging

The arts are vital to keeping New York City’s economy thriving. In fact, the New York City Comptroller’s office calls the arts a defining economic sector for the City. That’s why we’re partnering with New York City Center this fall by offering dollar-for-dollar donations and paid volunteer time off to support NYC’s center for the arts.

New York City Center boasts dozens of programs committed to arts accessibility, including underproduced musical revivals through the Encores! series, international dance festivals, and education and community partnerships to bring the impact of the arts to every corner of the five boroughs. City Center brings the biggest names in theatre, dance, and art together under one roof and is committed to keeping incredible performances accessible to all New Yorkers.

Supporting New York City Center’s mission has never been easier. By donating through our organization’s team contribution, your donation will be matched by our community fund. If you’re interested in getting more involved or your team is looking to give back through a team bonding excursion, you’ll be eligible for paid volunteer time to volunteer at any of City Center’s education and community partnership programs. To anyone who gives, New York City Center is offering:

- Access to exclusive digital content from rehearsals and workshops
- Discounts on tickets and memberships for upcoming productions
- An invitation to the exclusive donor social
- Complimentary backstage tour and invited dress rehearsal tickets at *Bat Boy: The Musical* for the top 20 donors across all partner organizations
- A chance to win invited dress rehearsal tickets to any Encores! 2026 show (10 random winners)

Thank you for your help in supporting our incredible partner and neighbor. Together, we can ensure the future of the arts and the vital creative economy in New York City.

Dear [Donor],

The arts bring communities together and inspire audiences across generations. Despite growing challenges, New York City Center is committed to keeping the arts accessible for all New Yorkers.

Last season, we continued to host world-class artists, including the National Ballet of Ukraine, Alvin Ailey American Dance Theater, Sara Mearns, Dance Theatre of Harlem, Ballet Hispánico, Rob Madge, and Teatro Nuovo. Our Encores! season was one of our most popular to date, with our annual gala production of *Ragtime* transferring to Lincoln Center Theater this fall. Our education and community partnerships once again welcomed over 10,000 students, educators, families, and nonprofit group members to experience the power of the arts. Between our accessible ticketing initiatives and robust community outreach programs, City Center has continued to fulfill its mission of being New York City's leading center for the arts and welcoming the broadest possible audience.

Your support is essential for maintaining our vital work. For as low as \$100, you can join the Friends of City Center, which provides access to pre-sales, special events, exclusive content, discounts at neighborhood businesses, and more. Starting at \$2,500, Patrons play a key role in supporting our world-class artistic programming, education and community engagement programs, and accessibility initiatives while enjoying exclusive ticket access, personalized concierge service, and special event invitations.

One-time gifts are tax-deductible and welcome at any amount. Every ticket purchase helps keep City Center an arts center for all New Yorkers.

Help us preserve our legacy while supporting New York City's vital cultural economy.

Sincerely,

[Name]

LETTER

Distributed to Individual Giving Qualified Leads & Previous Donors

Partner with NYC's Center for the Arts

From: New York City Center

To: [Prospective Corporate Partner]

Dear [Company Representative],

New York City's economy depends on its rich arts and culture sector, but due to recent budget cuts and withdrawn grants, our community is struggling. New York City Center counts on the support of its neighbors, including organizations like yours, to keep its life-changing arts programming accessible for all New Yorkers.

In addition to our celebrated dance and theatre programming, we offer education programs and community partnerships that annually support thousands of NYC students, educators, and nonprofit group members. In exchange for your collaboration, we're proud to offer your employees customized sponsorship packages with exclusive benefits, including complimentary rehearsal passes, ticket discounts, house seats, partner advertisements in prime locations, Patrons Lounge access, and more.

I'm confident that New York City Center could be an excellent partner for your organization's philanthropic programs. Could we schedule a call in the coming weeks to discuss what a corporate membership or sponsorship could look like?

Sincerely,
[Representative]

EMAIL

Distributed to Prospective Corporate Partners

SOCIAL MEDIA ENGAGEMENT

Interactivity Tactics Targeting Individual Theatregoers

Digital interactivity tactics will focus on engaging the individual theatergoer persona, as this younger demographic is the most likely of the three personas to use social media and digital platforms to search, browse, and make decisions. Digital interactivity can be implemented in the three primary timeline segments of the campaign.



1

In the earliest stages of the campaign, digital interactivity can be used to bolster excitement for the cast announcement. By posting mysterious teasers that encourage the audience to guess who will be cast in each role, City Center will gain insight into who its audiences want to see on stage in future Encores! productions while building anticipation for the season gala.

2

Once the campaign enters its most concentrated promotional stages, City Center can launch a digital scavenger hunt-inspired short video series, featuring the cast in partnership with local businesses and landmarks, especially those listed in its Neighborhood Guide, such as GoGo Jang and Redeye Grill. Typically, City Center sends pre-show reminder emails with local food recommendations for before or after the show. This information can be converted into a narrative series, where the Bat Boy character is “spotted” around New York until the last video, in which he returns to New York City Center for performances to begin. Viewers are encouraged to comment where they think Bat Boy will go next, which allows the City Center team to learn where else theatre patrons go and gain stronger insight into future partnerships and programming. This will also help future audiences plan their trip to see *Bat Boy: The Musical* or future productions while supporting neighbors and community partners.

3

Once the production has opened, and its education and community partnerships have also launched, City Center can produce a video or series of posts connecting *Bat Boy: The Musical*’s core themes with the impact City Center has on its audiences. City Center’s initial post will feature the participants of its education and community programs sharing how they relate to the musical’s characters and themes, simultaneously demonstrating how they learned and gained value from this program. Viewers will then be prompted to share their story by posting with #LoveYourBatBoy. This specific tactic will help expand awareness for City Center’s cultural and community impact, a core part of its mission.

BUDGET REFERENCES

REGULAR OPERATIONS BUDGET

- Social media management software
- Media relations and social listening software
- Influencer marketing software
- Website Hosting + Analytics
- CRM + donor relations software
- Email software

CAMPAIGN-SPECIFIC SCALABLE EXPENSES

- Print materials
 - Program inserts
 - Mailers
 - In-theatre materials
- Comp tickets for influencers and media
- Media team for red carpet and gala coverage
- Production photographer and videographer
- Livestream equipment and software

CRISIS PLANNING

POTENTIAL CRISIS SCENARIOS

- A featured actor or prominent creative team member is involved in a scandal.
- A health concern or natural disaster causes a last-minute casting change.
- A natural disaster or security concern forces the gala and/or performances to be postponed or canceled.
- An influencer, affiliate, or partner is involved in a scandal, leading to City Center backlash from affiliation.
- The production receives poor reviews or negative media attention from media preview day and/or social media teaser videos.
- A union strike prevents performers, musicians, front-of-house staff, technical contractors, or crew from being able to perform their duties.
- A union strike leads to a mass transit shutdown, preventing attendees from traveling to the theatre.
- A government shutdown or economic crash prevents furloughed employees from being able to purchase tickets.

CRISIS RESPONSE TEAM

- Spokesperson: Present communications to the public
- PR Representative: Serve as the first point-of-contact for media and press, guide strategy
- Legal Representative: Provide legal insight and consultation
- Gala Chair: Add logistical insight related to the event
- Bat Boy Executive Producer(s): Make decisions regarding the production's run

TIMELINE

- Tease new Encores! season on the website and social media
- Mail/email save the date message to the current mailing list

MAY
Teasers



JUNE
Production
Announcement



- Announce the cast of *Bat Boy*
- Begin run of program inserts and lobby print materials
- Begin member and sponsor ticket sales

JULY
In-House
Preparation



AUGUST
Build Buzz



- Begin influencer outreach
- Launch the affiliate campaign
- Continue social media teasers, in partnership with leading cast members
- Begin to pitch cast and creative team feature stories to press
- Begin Access Club and general public ticket sales

- Deploy the targeted email campaign
- Mail *Bat Boy* and gala-specific postcards
- Expand targeted press outreach
- Onboard influencers and new corporate partners

SEPTEMBER
Targeted Outreach
& Ticket Sales Push



OCTOBER
Gala Month &
Production Starts



- Host media and press preview during the rehearsal period
- Host an invited dress rehearsal
- Personal appeal letter from leadership, mailed or emailed
- Production begins, gala hosted
- *Bat Boy* education partnerships and community programs begin
- Red carpet live stream and live posts
- Tickets released to TDF and TKTS
- Review embargo lifted for press
- Influencer content goes live
- Production photos and videos go live

- *Bat Boy* production, education and community programs, and affiliate campaign end
- Footage from education and community programs is released, supplemented with press releases and earned media outreach
- Follow-up mail and emails deployed to attendees, members, and donors with thank you messaging and information for spring Encores! season performances

NOVEMBER
Campaign Wind-
Down & Stewardship



DECEMBER
Analysis &
Future Planning



- Complete reports on gala and production KPIs and accomplishments
- Analyze and present recommendations for future gala seasons
- Organize footage and select top picks for future Encores! and gala promotion
- Update website copy and images to reflect accomplishments

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