

## Bring A Friend to Concerts

**Project Description:** What's the best way to help the NJSO grow our audience? Simply invite them! By bringing friends, family, neighbors and colleagues to performances, you can introduce someone new to the wonderful experience the NJSO provides. And don't forget the kids and grandkids. Bring them and their friends to our Family Concert Series. As a registered Ambassador, you'll receive up to 10 complimentary guest tickets a year to bring someone new to the NJSO. After the concert, your guests will have an opportunity to purchase additional tickets for this season at a discount.

**Project Objective:** To encourage first-time and repeat attendance by NJSO newcomers.

### **NJSO Organizational Objectives You Will be Supporting:**

- Build public awareness and recognition of the NJSO.
- Increase participation in the orchestra's activities by a wider, more diverse population.
- Develop opportunities to utilize volunteers' skills, knowledge and efforts.

### **Ambassador Tasks/Activities:**

- Invite guests to join you at an NJSO concert of your choice (blackout dates may apply).
- Attend the concert with your guest(s).
- After the concert, get feedback from your guests about the performances and their experience and share their comments with the NJSO.

**Ambassador Qualifications:** Seeking Ambassadors who attend NJSO concerts; are enthusiastic about sharing an NJSO concert experience with others; are comfortable inviting guests that are likely to become future ticket buyers; and are comfortable following up with their guest to find out what he/she thought of the experience.

**Project Timeframe:** Ambassadors may bring a friend to NJSO concerts throughout the regular season, which runs from September through May.

**Length of Commitment:** Eight-month concert season (24 weeks) with flexible scheduling. We ask that you bring newcomers to at least two concerts per season.

### **Estimated Hours:**

- Concerts:
  - Family Concerts: 1-hour performance plus pre-concert adventure that opens one hour before the concerts (no intermission)
  - Best of... Concerts: 1-hour, 15-minute performance (no intermission)
  - Classical Concerts: 2-hour performance (including a 20-minute intermission)
  - Pops Concerts: 2-hour performance (including a 20-minute intermission)
- Feedback: Approx. one hour to collect feedback and share comments with the NJSO.

**Scheduling:** ☒ at discretion of volunteer ☒ at specified times  
Ambassadors may bring a friend to your choice of concerts throughout the season.  
Blackout dates apply.

**Worksite:** Bring-A-Friend tickets may be redeemed in the following venues.

- Englewood: bergenPAC
- Newark: NJPAC
- New Brunswick: State Theatre
- Red Bank: Count Basie Theatre
- Trenton: Patriots Theater at the War Memorial
- Morristown Community Theatre (Best of... series)
- \* Princeton and Morristown Classical series concerts are generally unavailable, but there may be exceptions.

**Training required:** No additional training is required.

**Benefits:**

- Ambassador-only access to complimentary tickets for newcomers (newcomers are classified as people who have not attended an NJSO concert in the past three years).
- After they have attended their first concert with you, your newcomer guests will have a one-time opportunity to purchase additional tickets at a discount to return to the NJSO this season.
- NOTE: This project does not include complimentary tickets for Ambassadors.

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