

Bring A Group to Concerts

Project Description: Have a few more friends? Bring them all! Ambassadors organize group trips to performances with discounted tickets and work with our staff to coordinate add-ons that will make your event extra special—including a pre- or post-concert reception, backstage tour and meet-and-greet visits with NJSO musicians. Such events may be used by the participating group in a number of ways, including:

- Social gathering for its members.
- Recreational activity for its members.
- Fundraiser for the group (group purchases discounted tickets and sells them at face value).
- Recruitment or cultivation event for the group.
- Appreciation event for members or clients.

Organizations that you might invite:

- Community and Social Organizations
- Civic, Fraternal and Service Organizations
- Professional and Business Associations
- School and Alumni Associations
- Religious and Cultural Organizations
- Non-profit and Arts Organizations
- Hobby, Sport and Recreational Groups
- Clubs

Project Objectives: To initiate group sales to concerts and introduce new audiences to the NJSO.

NJSO Organizational Objectives You Will be Supporting:

- Increase NJSO brand awareness and recognition.
- Increase participation by a wider, more diverse population.
- Develop opportunities to utilize volunteers' skills, knowledge and efforts.

Ambassador Tasks/Activities:

- Identify an organization that will sponsor a group purchase.
- Organize the ticket purchase with the NJSO (Gus Gomide is the current NJSO contact for this).
- Determine if any additional activities such as bussing, meals, reception, tours, meet and greet, etc. are wanted.
- Work with Renee to organize the additional activities.
- After the concert, get feedback from your guests about the performances and their experience and share their comments with the NJSO.
- NOTE: The NJSO can recommend bus companies and restaurants and put you in contact with local caterers (including the Theater Square Grill at NJPAC), but will not be responsible for organizing, administering or collecting payment for such activities—this is the responsibility of the Ambassador or the attending group.

However, the NJSO WILL organize and administer backstage tours and musician meet-and-greets.

Ambassador Qualifications: Seeking Ambassadors who have a connection to a group or organization; 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 group to NJSO concerts throughout the regular season, which runs from October through May.

Length of Commitment: Depends on the event.

Estimated Hours:

- Group sale: Varies.
- Feedback: Approx. one hour to collect feedback and share comments with the NJSO.

Scheduling: at discretion of volunteer at specified times
Ambassadors may organize groups for concerts throughout the season.

Worksite: Group sales are available in the following venues, subject to ticket availability:

- Englewood: bergenPAC
- Morristown: Community Theatre at Mayo Center for Performing Arts
- Newark: NJPAC
- New Brunswick: State Theatre
- Princeton: Richardson Auditorium at Princeton University
- Red Bank: Count Basie Theatre
- Trenton: Patriots Theater at the War Memorial

Training required: No additional training is required.

Benefits:

- As a group leader, you will receive priority booking opportunities for you group in following seasons.
- If you bring a group of 20 or more, you will receive a complimentary ticket for that performance.
- If you bring a group of 50 or more, you receive two complimentary tickets for that performance.

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